MARCH 27, 1950

PRICE 25 CENTS

BROADCASTING

The Newsweekly of Radio and Television

TELECASTING

TECHNOLOGY DEPARTMENT

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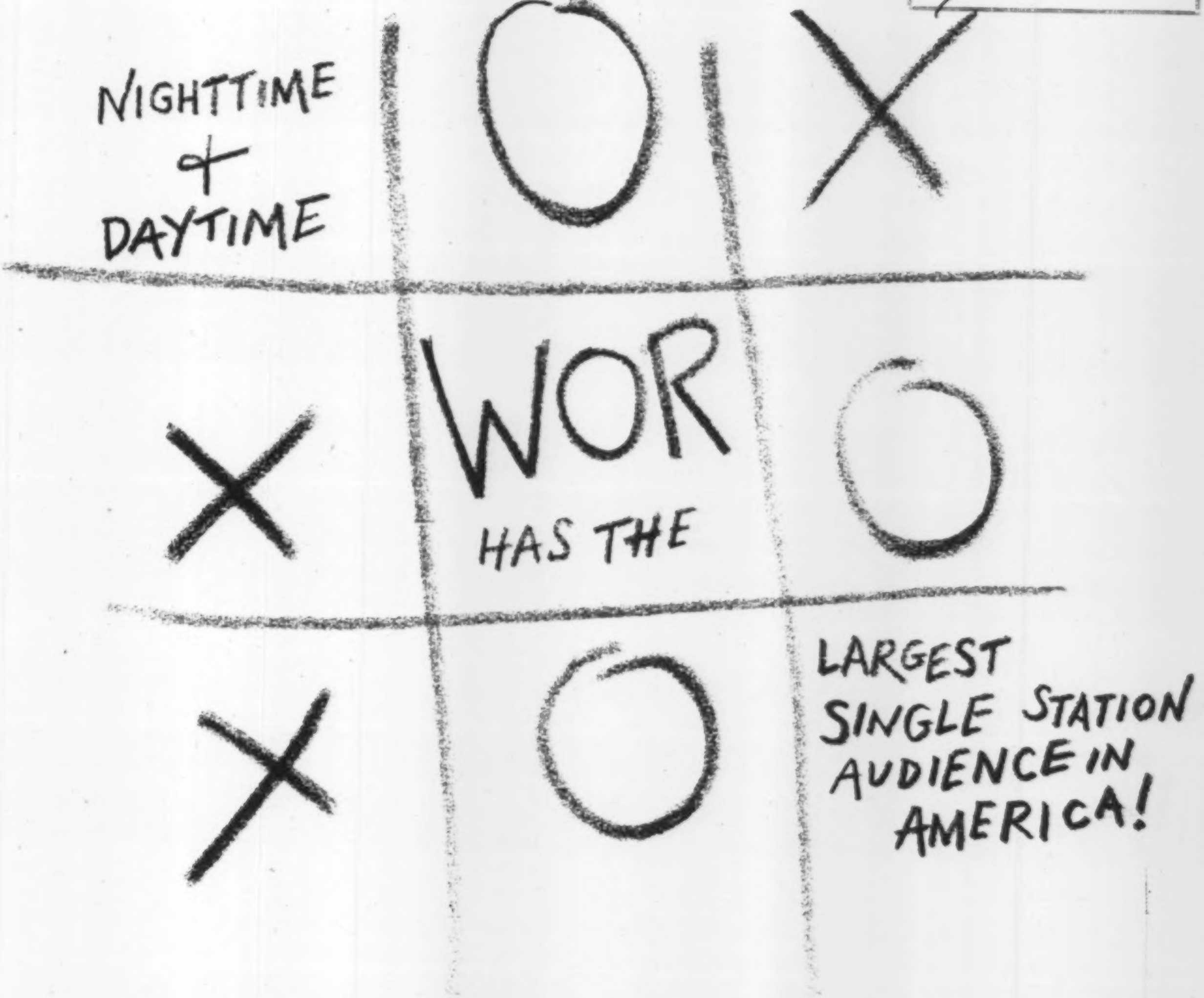
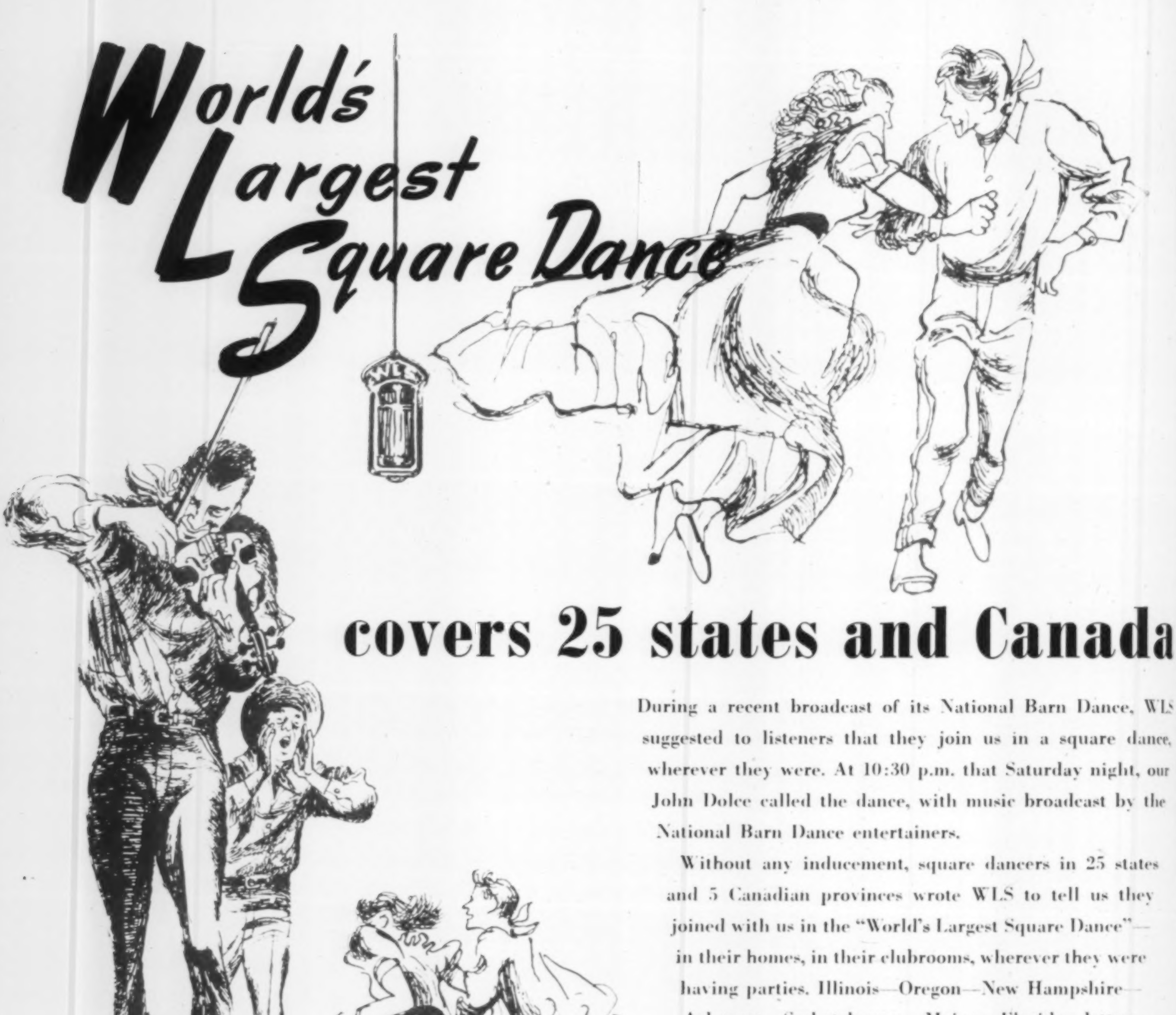

NIGHTTIME
+
DAYTIME
WOR
HAS THE
LARGEST
SINGLE STATION
AUDIENCE IN
AMERICA!

World's Largest Square Dance



covers 25 states and Canada

During a recent broadcast of its National Barn Dance, WLS suggested to listeners that they join us in a square dance, wherever they were. At 10:30 p.m. that Saturday night, our John Dolce called the dance, with music broadcast by the National Barn Dance entertainers.

Without any inducement, square dancers in 25 states and 5 Canadian provinces wrote WLS to tell us they joined with us in the "World's Largest Square Dance"—in their homes, in their clubrooms, wherever they were having parties. Illinois—Oregon—New Hampshire—Arkansas—Saskatchewan—Maine—Florida—letters came from everywhere.

Once again the popularity of WLS programming is demonstrated—as is the power of WLS to bring response. For more information about this 0,000-watt station, with its loyal, friendly audience of substantial family folks, see your John Blair man or call WLS.

Number 3

in a series showing the quantity and quality of response to WLS service and programming.

WLS

The PRAIRIE FARMER STATION

CLEAR CHANNEL Home of the NATIONAL Barn Dance

CHICAGO 7

890 KILOCYCLES, 50,000 WATTS, ABC NETWORK—REPRESENTED BY JOHN BLAIR & COMPANY

KDKA · KYW · WBZ · WBZA · WOWO · KEX

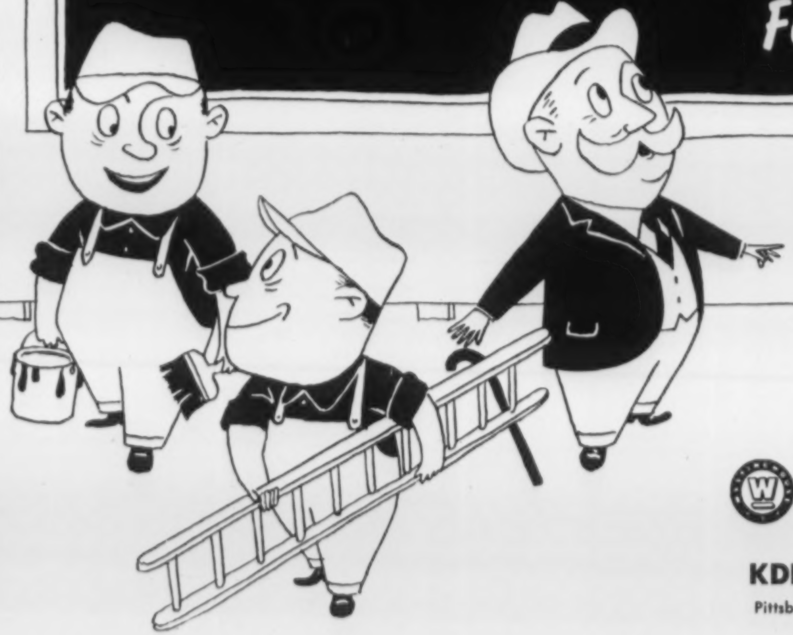
KDKA	KYW	WBZ	WBZA	WOWO	KEX
50 KW	50 KW	50 KW	1 KW	10 KW (50 KW APPL)	50 KW

IN WESTINGHOUSE-STATION AUDIENCES

BMB NOW COUNTS
NIGHTTIME 3,868,040 and DAYTIME 3,651,220
LOYAL RADIO FAMILIES

IN SIX LEADING MARKETS!

For availabilities, see Free & Peters



WESTINGHOUSE RADIO STATIONS Inc

KDKA	KYW	WBZ	WBZA	WOWO	KEX	WBZ-TV
Pittsburgh	Philadelphia	Boston	Springfield	Fort Wayne	Portland, Ore.	Boston

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BROADCASTING at deadline

Closed Circuit

ATLANTA RADIO situation, growing out of merger of *Journal* and *Constitution* into Atlanta Newspapers Inc. [BROADCASTING exclusive, March 20], looks this way: Fort Industry Co. (WAGA stations) will acquire plant and real estate of WCON, now using 550 kc, for about quarter-million, substantially less than cost, and will petition FCC to use 550 kc or continue on 590 kc, with one license turned in, depending on outcome of Cuban conversations. Construction permit for WCON-TV, slated to start in June, presumably would be relinquished, since duopoly rule would apply and since FCC to date has refused to transfer construction permits while freeze is on.

IN RE ATLANTA, question of network affiliation also is involved. If WCON, in effect, is discontinued, ABC must seek new affiliate. WGST, owned by Georgia Institute of Technology, and WATL, of Woodruff interests, are regionals and presumably would be available. If WGST gets ABC, then WATL probably would succeed to Mutual, with which it was formerly affiliated.

PHILLIPS "66" through its agency, Lambert & Feasley, New York, considering spot campaign in addition to its regional network show featuring Rex Allen on CBS, which started last week.

THERE'S CONSTERNATION in Radio Row, notably among station representatives, over rate adjustments and package deals in both AM and TV stemming from competitive aspects primarily in TV markets. Representatives in both AM and TV regard network and group station "adjustments" geared toward summer hiatus as dangerous, if not bad business policy. Whether National Assn. of Radio Station Representatives will take formal notice, and blast away, currently being debated.

ALL SERENE between CBS front office and top AM-TV star Arthur Godfrey after Mr. Godfrey promised to curb questionable humor on his shows. Criticism of certain ad lib portions of a street sweeping sequence and threat to drop Godfrey show were sent direct to CBS President Frank Stanton by Walter Damm, vice president, WTMJ Milwaukee, last week. Star's promise understood to have satisfied Mr. Damm.

REALLOCATION of advertising appropriations in radio and television expected as result of meetings being held in New York by Lever Brothers Co. and its agencies.

LOOK for House Interstate & Foreign Commerce radio subcommittee to shelve consideration of the so-called Sadowski Bill (HR 6949) when it begins scheduled hearings on radio legislation. Target date now set for hearings' start after House's April 6-18 Easter recess [BROADCASTING, March 20]. Insiders say Rep.

(Continued on page 86)

Upcoming

March 27-30: Canadian Assn. of Broadcasters annual meeting, General Brock Hotel, Niagara Falls, Ont.

March 29-April 1: ANA Convention, Homestead, Hot Springs, Va.

March 30-April 1: AAAA Convention, Greenbrier, White Sulphur Springs, W. Va.

April 12-19: NAB Convention Week, Stevens Hotel, Chicago.

(Other Upcomings on page 51)

Bulletins

DON McNEILL, star of ABC's *Breakfast Club* from Chicago, ready to sign new long-term contract with network late last week as ABC and personal lawyers readied fine-print details. Mr. McNeill made final decision to remain with ABC after onslaught of other networks, mainly NBC.

U. S.-CUBAN NEGOTIATIONS REMAIN UNSETTLED

STATUS of U. S.-Cuban NARBA negotiations —called off by U. S. Thursday but seemingly given new life by indications of change in Cuban tack on Friday—still unsettled at BROADCASTING's deadline Friday (early story page 21).

FCC Comr. Rosel H. Hyde, head of U. S. delegation, notified State Dept. Friday morning he was slated to confer with Cuban group at their request later in day. No details on outcome available in Washington late Friday. Cuban invitation for further discussions came after State Dept. granted Comr. Hyde's request for recall of delegation from Havana Thursday. Despite late development, U. S. authorities reportedly holding firm to assertion that "agreement" tentatively reached earlier this month represents maximum concessions U. S. will make.

FTC CITES WHITEHALL

THIRD manufacturer of anti-histamine cold tablets charged Friday by FTC with misleading and false advertising (see story, page 42). Complaint filed against Whitehall Pharmacal Co., New York, manufacturer of Kriptin, claimed firm's advertising represented product as "adequate and competent" treatment and cure for common cold and manifestations. Earlier in week, FTC similarly cited Bristol-Myers Co. and Anahist Co., both New York, makers of Resistabs and Anahist, respectively.

WEST COAST AFFILIATES

KSBR (FM) San Bruno, 250 kw station, signs as Northern California terminus for Pacific Regional Network, according to Cliff Gill, KFMV (FM) Hollywood and network head. Franklin Evans, KSBR general manager, signed for his station. Mr. Gill also announces six additional affiliation requests bringing total to 22 for PRN.

Business Briefly

TRU-VAL SPOTS ● Tru-Val Manufacturers Inc., New York (Tru-Val shirts) begins 20-station radio spot campaign coincident with start of baseball season. Agency, McCann-Erickson, New York.

ORANGE JUICE SERIES ● Hi-V Corp. (frozen fruit concentrates), April 4 starts Arthur Godfrey, Tues., Thurs., 7:45-8 p.m. on CBS-TV. Mr. Godfrey is member of Hi-V board. New program brings its total weekly CBS AM-TV time to 8 hours, 45 minutes. Agency, Franklin Bruck Adv., New York.

DIANA BOURBON PLANS TO LEAVE WHEELOCK AGENCY

DIANA BOURBON, national radio director, Ward Wheelock Co., Hollywood, resigning effective at summer's end, after 16-year stay with agency where she attained distinction in 1938 of being first woman radio director of major advertising agency. Currently Miss Bourbon producing CBS' *Club 15* and NBC's *Double or Nothing*. She plans concentration on freelance writing.

From 1938-1943 Miss Bourbon was radio director of Wheelock company's New York office directing all daytime shows for agency and several nighttime programs including *Radio Reader's Digest* and Orson Welles' *Mercury Theatre*. No replacement named.

ALBUQUERQUE PETITION IS DENIED BY FCC

FCC Friday denied request of New Mexico College of Agriculture & Mechanic Arts and KOB Albuquerque to waive rule which had refused their petition to continue a contract under which college reserved broadcast time as part of original price in selling KOB [BROADCASTING, Dec. 12].

Oral argument had been asked on ground that FCC had considered only part of original claims, had not properly evaluated court decisions and had ignored some of original contentions. FCC also granted KOB until June 15 to comply with its denial.

TUBE SALES DOUBLED

SALES of radio receiving tubes in February, 1950, were nearly twice those of the same month in 1949, according to Radio Mfrs. Assn. The sales last month totaled 24,865,546 compared to 12,643,788 in the same month of 1949 and 22,272,024 in January. Of the February output, 20,073,094 tubes sold were for new sets, 3,935,796 for replacements, 758,607 for export and 98,049 tubes for government agencies.

ELLIS JOINS B&B

SHERMAN K. ELLIS, former president of Sherman K. Ellis Inc. and of La Roche & Ellis, joins Benton & Bowles, New York, as vice president and member of plans committee, effective today (March 27).

are you singing the blues in St. Louis ?

M. L. P. D. are the four letters we've borrowed from the alphabet to tell KXOK's outstanding story of results. They stand for More Listeners Per Dollar! Check the Hoopers . . . check the time costs . . . check KXOK's B. M. B. increase in audience (587,920 KXOK radio families day—up 10.2%—555,880 KXOK radio families night—up 9%) . . . and it all adds up to KXOK's top-rung position as the No. 1 Buy. KXOK is the answer to putting your sales (and your advertising budget) in better shape in the St. Louis Area Market.

KXOK

St. Louis' ABC Station, 12th & Delmar, CH. 3700
630 KC • 5000 WATTS • FULL TIME
Owned and operated by the St. Louis Star-Times
Represented by John Blair and Co.

XUM

He "beats" as he sweeps as he sells

Scoring news beats is an old habit of his. Selling customers for his sponsors is another, equally well-established custom. Says Mr. J. C. Thompson of *The Southland Corporation*, Texas grocery organization which sponsors him on WRR, Dallas; KFJZ, Fort Worth, and KVET, Austin:

> "We value our Fulton Lewis, Jr. program very highly. As you know, we have the program 100 percent of the time in Dallas and Fort Worth. . . . I would not take $25,000.00 for the program.
>
> "I hope this does not encourage you to raise your rates, but we feel the Fulton Lewis, Jr., program is most successful."

Encouraging indeed—but the rate structure remains unchanged! The Fulton Lewis, Jr. program, currently sponsored on more than 300 stations, offers local advertisers network prestige at local time cost, with pro-rated talent cost. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Co-operative Program Department, **Mutual Broadcasting System,** 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).

BROADCASTING TELECASTING

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IN THIS BROADCASTING . . .

General Mills Highlights Summer Sales Outlook . . . 19
Set Sales Near 89 Million . . . 19
WFIL Cuts Night Rates . . . 20
N. Y. Independent's Sales Soar . . . 21
NARBA Settlement Hopes Revived Friday . . . 21
All Ears Are to Sears in Burlington—A Feature . . . 22
Recess Seen in Richards Probe . . . 24
ABC Statement Shows Net Loss for 1949 . . . 24
BAM Plans to Be Aired At NAB Meet . . . 25
Bill Would Cut FCC Operating Funds . . . 25
List of Nielsen Clients Grows . . . 26
'New Era' Hits 'Lightning' Film . . . 28
CAB Convention Underway . . . 30

Telecasting Section Index, 57

DEPARTMENTS

Agencies	11	News	49
Allied Arts	48	On All Accounts	14
Commercial	43	On The Dotted Line	32
Editorial	38	Open Mike	50
FCC Actions	76	Our Respects To	38
FCC Roundup	84	Production	46
Feature of Week	14	Programs	75
Management	40	Promotion	44
Milestones	34	Radiorama	30
Network Accounts	12	Technical	49
New Business	12	Upcoming	51

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Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning.

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1, *CEntral 6-4115;* William L. Thompson, *Manager;* Jane Pinkerton.

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28, *HEmpstead 8181;* David Glickman, *West Coast Manager;* Ann August.

TORONTO: 417 Harbour Commission, *ELgin* 0775; James Montagnes.

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*Reg. U. S. Patent Office

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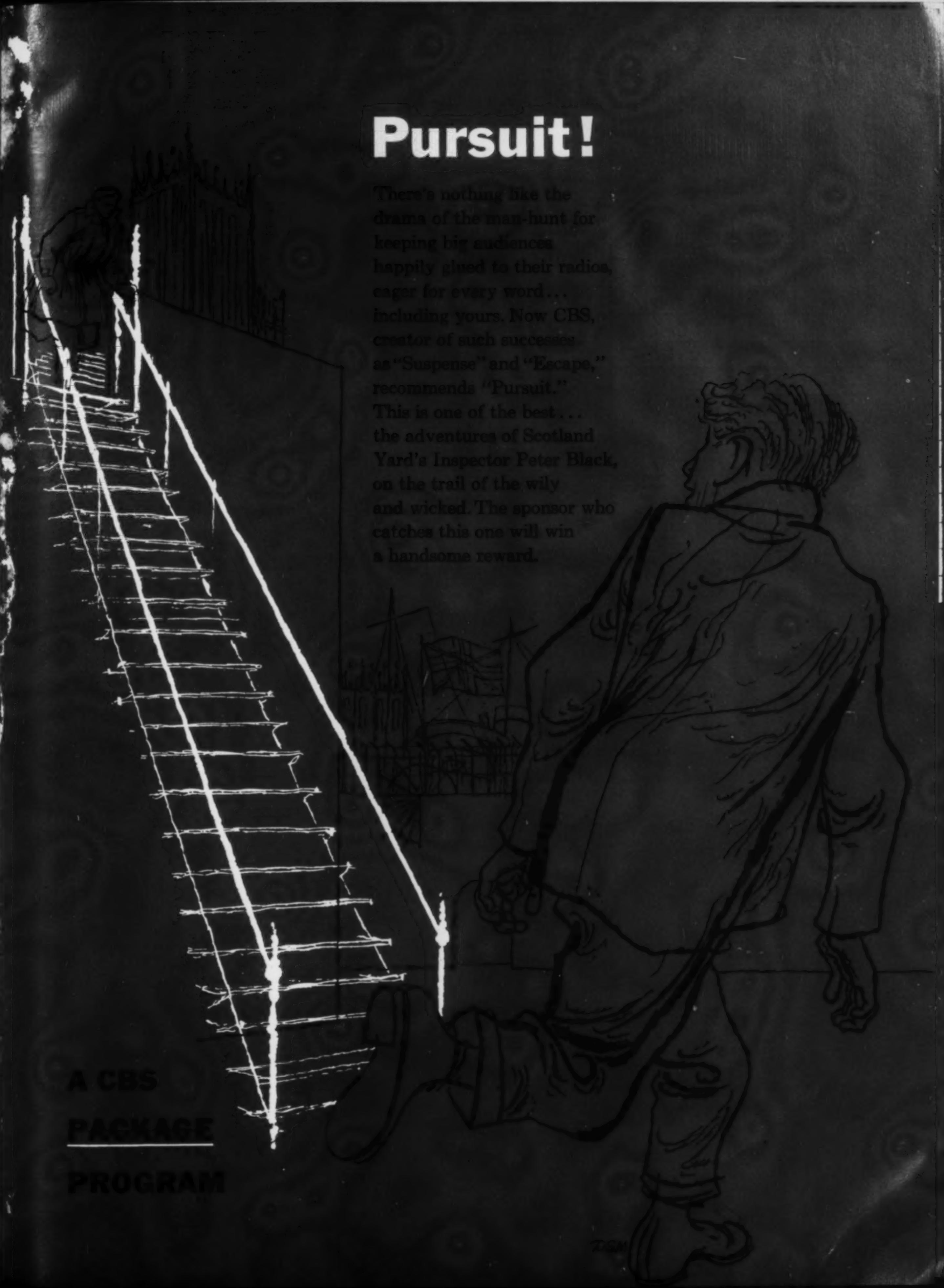
Pursuit!

There's nothing like the drama of the man-hunt for keeping big audiences happily glued to their radios, eager for every word... including yours. Now CBS, creator of such successes as "Suspense" and "Escape," recommends "Pursuit." This is one of the best... the adventures of Scotland Yard's Inspector Peter Black, on the trail of the wily and wicked. The sponsor who catches this one will win a handsome reward.



A CBS

PACKAGE

PROGRAM

	SUNDAY				MONDAY				TUESDAY					NESD
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	
6:00 PM	Adam Hats Drew Pearson (226) R	Gen. Fds.-Jello My Favorite Husband (153)	Quaker Oats Roy Rogers Show (500)	Catholic Hour S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Bob Warren S	(Not in Servic	Repe Kid S
6:15	Seeman Bros. Mon. Headlines (218) R	"	"	"	"	You and — S	"	Clem McCarthy 6:15-6:20 S	"	You And — S	"	Clem McCarthy 6:15-6:20 S	"	
6:30	Hormel Co. Hormel Girls (222)	C-P-P Our Miss Brooks (152) R	Cudahy Packing Nick Carter (457)	Henry Morgan Show S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	No Network	"	Sketches in Melody 6:20-6:45 S	"	
6:45	"	"	"	"	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (34)	"	P & G—Ivory Lowell Thomas (78)	"	Sun Oil Co. 3-Star Extra (33)	"	
7:00	Where There's Music S	Amer. Tob. Co. Jack Benny (179) R	Adventures of The Falcon S	Christopher London S	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Co-op Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R	Co-op Headline Edition (53) *	P & G—Dreft Beulah (82) R	Fulton Lewis jr. (291)	Amer. Tob. Co Light Up Time (164) H R	Co-op Headline Edition (53) *	Fulton L (2
7:15	"	"	"	"	Co-op Elmer Davis (46)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (45)	P & G—Oxydol Jack Smith (84)	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (45)	Dinne S
7:30	Amazing Mr. Malone S	Lever Bros. Amos 'n' Andy (173)	The Saint	Rexall Co. Harris-Faye (165)	General Mills Lone Ranger (175) R	Campbell Soup Club 15 (155) R	Noxzema Gabriel Heatter (84)	Echoes from the Tropics S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (155)	Echoes from the Tropics S	General Mills Lone Ranger (175)	R. B. S Gabriel (2
7:45	"	"	"	"	" *	Campbell Soup Ed. Murrow (153)	I Love A Mystery S	Pure Oil Co. Kaltenborn (30)	"	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (27) RR	" *	I L A My
8:00	Stop the Music S	Coca-Cola McCarthy Show (188) R	Co-op A. L. Alexander	Wildroot Co. Adv. of Sam Spade (166) H	Ethel & Albert S	Bromo Seltzer Inner Sanctum (157) R	B-Bar-B Riders	A. A. of RR's Railroad Hour (165)	Amer. Oil Co. Carnegie Hall (108)	Sterling Drug Mystery Theater (149) R	Count of Monte Cristo S	duPont, Cavalc of America (152) H	Embassy Cigs. Dr. I. Q. (55)	Cas V I. S
8:15	Trimount Clothing (196)	"	"	"	"	"	"	"	"	"	"	"	"	
8:30	Speidel Corp. (171)	P & G—Tide Red Skelton (151) R	Enchanted Hour	U. S. Steel Corp. Theatre Guild (168)	General Motors Henry Taylor (264)	Lever-Lipton Arthur Godfrey Talent Scouts (154) R	Peter Salem S	Firestone Voice Firestone (140)	Gentlemen of the Press S	C-P-P T'thPwdr. Mr. & Mrs. North (152) R	Official Detective S	Lewis Howe Co. Baby Snooks (166)	Casebook of Gregory Hood S	Intern Air
8:45	Old Gold Cigarettes (173)	"	"	"	Buddy Weed S	"	" *	"	"	"	"	"	"	
9:00	Richard Hudnut Walter Winchell (272)	Electric Co. Corliss Archer (163)	Opera Concert	"	Leighton Noble Treasury Show S	Lever—Lux Radio Theatre (176)	Murder By Experts S	Bell Telephone Telephone Hour (155) R	Co-op Town Meeting (56)	Wm. Wrigley Life with Luigi (172)	John Steele Adventurer	Lever—Swan Bob Hope (153) H	Petri Wine Co. Sherlock Holmes (175)	2,00
9:15	Andrew Jergens Louella Parsons (204)	"	"	"	"	"	"	"	"	"	"	"	"	
9:30	Barisen-Riner Chance of a Lifetime (187)	Philip Morris Horace Heidt (172)	Sheliah Graham	Bayer Asprin American A. of F. Music (154)	Solo Soliloquy S	*	Crime Fighters	Cities Service Band of America (83) N	Chr. Sc. Monitor Views the News R	Johnny Dollar	Mysterious Traveler	Johnson Wax Fibber McGee & Molly (165)	Buzz Adlam S	Family
9:45	"	"	Twin Views Of the News S	"	"	"	"	"	We Care S	"	"	"	"	
10:00	Carter Products Jimmie Fidler (70)	Carnation Co Contented Hour (174)	Music	Eversharp Take It or Leave It (164)	Music by Ralph Norman S	Lever— Pepsodent My Friend Irma (176)	A. F. of L. Commentators (146)	Nightbeat S	Time For Defense S	Philip Marlow S	A. F. of L. Commentators (145)	Lever Bros. Big Town (134)	Miller Brewing Lawrence Welk (26)	A. F Comm (
10:15	Wm. Wise & Co. Get More Out of Life (54)	"	"	"	"	"	co-op Newsreel	"	"	"	co-op Newsreel	"	"	c Ne
10:30	Co-op Jackie Robinson	We Take Your Word	Don Wright Chorus	Pet Milk Bob Crosby (148)	Dr. Gino's Musicale S	R. J. Reynolds Bob Hawk (164)	Dance Orchestra	Dangerous Assignment S	Chamber of Commerce, This Is Our Town	Pursuit	Dance Orchestra	Brown & Wmsn People are Funny (166)	On Trial S	Okl Sym
10:45	Sokolsky S	"	"	"	"	"	"	"	AFofL As We See It	"	"	"	"	

DAYTIME

	SUNDAY				MONDAY - FRIDAY				SATURDAY			
	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC	ABC	CBS	MBS	NBC
9:00 AM	Concert Hall S	World News	Elder Michaux Happiness Hour	Co-op World News W. W. Chaplin	General Mills Breakfast Club (212) R	Co-op News	Co-op Robt. Hurleigh	The Eddie Albert Show S	No School Today S	Co-op News	(Network Opens 9:30 A M)	Mind Your Manners S
9:15	"	E. Power Biggs S	"	Wormwood Forest S	Swift & Co. Breakfast Club (127) R	Barnyard Follies S	Co-op Tell Your Neighbor	"	"	Barnyard Follies S	"	
9:30	Voice of Prophecy, V of P Inc (85)	"	Dixie 4 Quartet	Bach Aria Group S	"	"	Tennessee Jamboree	Clevelandaires S	"	"	News	Brown & Wmsn People are Funny (16)
9:45	"	Trinity Choir	Healing Ministry of Chris. Science	Hudson Coal Co. D. & H. Miners (13)	Philco Corp. Breakfast Club (24)	"	"	"	"	Ferry Morse Garden Gate (172)	"	"
10:00	Message of Israel S	Church of Air S	Radio Bible Class (286)	National Radio Pulpit S	Libby, McNeill My True Story (196) R	Music Please S	Co-op Cecil Brown (30)	P & G, Welcome Travelers (142)	"	Music for You S	Magic Rhythm	Minn. Valley Canning Co. Fred Waring (149)
10:15	"	"	"	"	" *	Pillsbury & Wildroot, Arthur Godfrey (170) R	Faith Our Time S	"	"	"	"	"
10:30	Southernaires S	"	Voice of Prophecy (281)	Family Time S	General Mills Betty Crocker (191) R	Gold Seal Arthur Godfrey (173) R	Say It with Music	TBA	"	Make Way For Youth (16)	Helen Hall	Pet Milk Mary Lee Taylor (149)
10:45	Southernaires S	Church of Air S	"	"	Serutan Victor Lindlahr (69)	National Biscuit Arthur Godfrey (173) R	"	Sealtest Dorothy Dix at Home (77)	"	"	News	"
11:00	Foreign Reporter S	Newsmakers S	Christian Ref. Church, Back To God (266)	Faultless Starch Starch Time (50)	Modern Romances S	Liggett & Myers Arthur Godfrey (187) R	Co-op Behind the Story	Manhattan Soap We Love and Learn (162)	Junior Junction S	Cream of Wheat Let's Pretend (154) *	Your Home Beautiful Benj. Moore	J. Merrell & Co. Lassie (184)
11:15	Dawn Bible Students, Frank & Ernest (179)	Howard K. Smith S	"	Morning Serenade (split net)	"	"	Bob Poole	Next Dave Garroway S	"	"	Uncle Carl's Almanac	NBC Stamp Club
11:30	Hour of Faith S	Salt Lake City Tabernacle S	N'western U Review S	News Hilites S	Quaker Oats Quick as a Flash (206) *	Contn'l Baking Grand Slam (48)	Bob Poole	Prudential Ins. Jack Berch (139)	At Home With Music S	Lever-Rayve Junior Miss (159)	TBA	Brown Shoe Smilin' Ed McConnell (163)
11:45	"	"	"	Campana Solitair Time (20)	"	P & G Rosemary (137)	Lt. Crust Dough Boys (Burrus) (M-W-F)	Babbitt David Harum (58)	"	"	"	"
12:00 N	Fantasy In Melody S	Invitation To Learning S	College Choirs	American Forum of the Air S	Philip Morris Ladies Be Seated (209) *	General Foods Wendy Warren (150)	Co-op Kate Smith Speaks	No Network Service	101 Ranch Boys S	Armstrong Cork Theater of T'day (171)	Man On The Farm (Quaker)	Barriault Washington News
12:15 PM	"	"	"	"	" *	Lever Bros. Aunt Jenny (83)	Lanny Ross	Music Mon. & Wed.	"	"	"	Public Affairs S
12:30	Piano Playhouse	People's Platform S	Lutheran Hour (392)	The Eternal Light S	Out of Service	Whitehall Helen Trent (165)	B & D Chuckle Wagon	Homeowners Mon.-Th.	American Farmer S	Pillsbury Mills Grand Cen Sta (154)	Smoky Mt Hayride	U.S. Treasury Luncheon with Lopez
12:45	"	"	"	"	"	Whitehall Our Gal Sunday (169)	G. Heatter's Mail Bag	US Marine Band Fri. 12:30-1	"	"	"	"
1:00	Fine Arts Quartet S	Charles Collingwood S	News	America United S	Co-op Baukhage (92)	P & G Big Sister (138)	Co-op Cedric Foster	Boston Symphony Mon. 1-1:30	Navy Hour S	Armour Stars Over Hollywood (168)	Campus Salute	Allis-Chalmers Natl. Farm & H. Hour (164)
1:15	"	Elmo Roper S	Voices of Strings	"	Co-op Nancy Craig (11)	P & G Ma Perkins (143)	Harvey Harding	Luncheon with Lopez Tues.-Fri.	"	"	"	"

	SUN	
	ABC	BS
1:30	Nationl Vesper S	n Street n Hall
1:45	"	"
2:00	Around the World (150) S	ic For ou
2:15	"	"
2:30	Co-op Mr Presid	. Wise re Out (50)
2:45	"	"
3:00	Speaking of Songs S	ry Orc S
3:15	"	"
3:30	Lthrn Laym Lutheran L (100)	
3:45	"	"
4:00	Voices that Live S	"
4:15	"	"
4:30	Milton Cross Opera Album	t Parad 8)
4:45	"	
5:00	Think Fast S	Your tion
5:15	"	"
5:30	Goodyear T&R Greatest Story Ever Told (4	TBA
5:45	"	"

XUM

E V N G

FOR APRIL 1950

ESDAY ABC	ESDAY MBS	ESDAY NBC	THURSDAY ABC	THURSDAY CBS	THURSDAY MBS	THURSDAY NBC	FRIDAY ABC	FRIDAY CBS	FRIDAY MBS	FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC	
n Service	Repeat of Kid Strips	News Bob Warren S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	(Not in Service)	Metro. Life Ins. Eric Sevareid (22)	Repeat of Kid Strips	News Lionel Ricau S	Albert Warner S	News Bancroft S	Modern Music	News	6:00 PM
“	“	Clem McCarthy 6:15-6:20 S	“	You And — S	“	Clem McCarthy 6:15-6:20 S	“	You And — S	“	Clem McCarthy 6:15-6:20 S	Roger Renner Trio S	Memo From Lake Success	“	Religion in the News S	6:15
“	“	Sketches in Melody 6:20-6:45 S	“	No Network	“	Sketches in Melody 6:20-6:45 S	“	No Network	“	Sketches in Melody 6:20-6:45 S	Melody Rendezvous S	Red Barber Sports	Music	NBC Symphony Orchestra S	6:30
“	“	Sun Oil Co. 3-Star Extra (34)	“	P & G—Ivory L. Thomas (78) R	“	Sun Oil Co. 3-Star Extra (33)	“	P & G—Ivory L. Thomas (78) R	“	Sun Oil Co. 3-Star Extra (34)	“	News L. Leseuer S	Mel Allen	“	6:45
o-op ne Edition 53) *	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R	Co-op Headline Edition (53) *	P & G Beulah (81) R	Fulton Lewis jr. (291)	Amer. Tob. Co. Light Up Time (164) H R	“	Brock Candy Brock Bar Ranch (40)	Hawaii Calls S	“	7:00
o-op r Davis 46)	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Elmer Davis (46)	P & G Jack Smith (84) R	Dinner Date S	Miles Labs. News of World (149)	Co-op Bert Andrews	“	“	“	7:15
al Mills Ranger 175)	W. B. Semler Gabriel Heatter (215)	Echoes from the Tropics S	Pepsi-Cola Counter-Spy (274)	Campbell Soup Club 15 (155) R	Rhodes Pharm. Gabriel Heatter (135)	Irving Fields Trio U.S. Treasury	General Mills Lone Ranger (175)	Campbell Soup Club 15 (155) R	Gabriel Heatter	The UN Is My Beat.	Chandu S	R. J. Reynolds Vaughn Monroe (163)	Comedy of Errors 7:30-7:55	Adventures of Archie Andrews S	7:30
“ *	I Love A Mystery	Pure Oil Co. Kaltenborn (31)	“	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. R. Harkness (28)	“ *	Campbell Soup Ed. Murrow (153)	I Love A Mystery	Pure Oil Co. Kaltenborn (29)	“	“	7:55-8 Kennedy S	“	7:45
sy Cigs. I. Q. 55)	Can You Top This S	Philip Morris This Is Your Life (145) R	Blondie S	P & G—Lava FBI (149)	California Caravan	G. F.—Jello Aldrich Family (150) R	Norwich Pharm. Fat Man (136) R	The Show Goes On	Bandstand U.S.A.	Schlitz Halls of Ivy (157)	Heine and His Band S	Wrigley Gene Autry (170)	Ronson Metal 20 Questions (501)	TBA	8:00
“	“	“	“	“	“	“	“	“	“	“	“	“	“	“	8:15
ook of ry Hood S	International Airport	Kraft Foods Great Gildersleeve (154)	A Date with Judy S	Whitehall Mr. Keen (151) R	Mail Pouch Sports for All (133)	G. F.—Maxwell Father Knows Best (155) H R	Equitable Life This Your FBI (221) R	“	Music	Gulf Refining We the People (115)	Hollywood Byline S	Gen. Fds.-Sanka The Goldbergs (139) R	Take A Number	P & G—Duz Truth or Consequences (142) R	8:30
“	“ *	“	“	“	“ *	“	“	“	“ *	“	“	“	“	“	8:45
ine Co. k Holmes 75)	2,000 Plus S	Bristol Myers Break the Bank (166)	Old Gold Orig. Amateur Hour (173) *	Electric Auto-Lite, Suspense (176)	Limerick Show	Reynolds Tob. Camel Screen Guild Theatre (163) H	Heinz, Advntrs. of Ozzie & Harriet (207)	Up For Parole	Air Force Hour	RCA Victor Screen Directr's. Playhouse (165)	Ray Burn & Finch S	General Foods Gangbusters (150) R	Meet Your Match	Amer. Tob. Co. Your Hit Parade (165) R	9:00
“	“	“	“	“	“	“	“	“	“	“	“	“	“	“	9:15
Adlam S	Family Theatre S	Bristol Myers Dist. Attorney (166)	“	Philip Morris Crime Photog. (150)	Mr. Feathers	Blatz Brewing Duffy's Tavern (159)	Pac. C. Borax The Sheriff (191)	Broadway Is My Beat	Co-op Meet the Press	R. J. Reynolds Camel, Jimmy Durante (163)	“	Liggett & Myers Godfrey Digest (166)	Lombardo USA S	Colgate Shv. C. A Day in the Life of Dennis Day (144) H	9:30
“	“	“	Lee Hats R. Montgomery (265)	“	“	“	Gh. Spark Plug Roll Call (215)	“	“	“	“	“	“	“	9:45
Brewing e Welk 6)	A. F. of L. Commentators (146)	Am. Cig. & Cig. The Big Story (166)	Author Meets Critics S	Hall Bros. Hallmark Playhouse (159)	A. F. of L. Commentators (146)	Chesterfield Supper Club Perry Como (166)	Gillette S. R. Co. Gillette Fights (270)	Phillips Petro. Rex Allen Show (64)	A. F. of L. Commentators (146)	Pabst Sales Co. Life of Riley (155)	Saturday At The Shamrock S *	Sing It Again S	Chicago Theatre of the Air S	Colgate Judy Canova (144) H	10:00
“	co-op Newsreel	“	“ *	“	co-op Newsreel	“	“	Richfield Escape (30)	co-op Newsreel	“	“	“	“	“	10:15
Trial S	Okla. State Symphony	Rich'd Diamond Private Detective	TBA	Rosefield Skippy Hollywood Theater (64)	Dance Orchestra	Dragnet L&M-Fatima (146) H	“	Capitol Cloak Room S	Dance Orchestra	Col. Palm. Peet Sports Newsreel (140)	Voices That Live S	Carter Prod. Sing It Again (136)	“	R. J. Reynolds Grand Ole Opry (160)	10:30
“	“	“	“	“	“	“	“	“	“	Pro & Con S	“	Sterling Drug Sing It Again (140)	“	“	10:45

M E

SUNDAY ABC	SUNDAY CBS	SUNDAY MBS	SUNDAY NBC	MONDAY - FRIDAY ABC	MONDAY - FRIDAY CBS	MONDAY - FRIDAY MBS	MONDAY - FRIDAY NBC	SATURDAY ABC	SATURDAY CBS	SATURDAY MBS	SATURDAY NBC
Nation Vespers S	Street ic Hall	American Radio Warblers	U of Chicago Round Table S	(Not in Service)	P & G Dr. Malone (137)	Music	Co-op News George Hicks S	Roger Dann S	Toni Co. Give and Take (150)	Symphonies for Youth	Voices Down The Wind S
“	“	Organ Music	“	Co-op Art Baker's Notebook	P & G Guiding Light (141)	Checkerboard Jamboree	Art Van Damme Quintet	“	“	“	“
Around th World (150) S	ic For ou	Chamber Music	NBC Theatre S	Co-op Welcome to Hollywood	Gen. Fds.-Jello Mrs. Burton (68) Quaker (35)	Miles Labs. Ladies' Fair (438)	Campbell Soup Double or Nothing (132)	Concert of American Jazz S	TBA	“	TBA
“	“	“	“	“	P & G Perry Mason (146)	“	“	“	“	“	“
Co-op Mr Presid	Wise re Out of s (60)	Co-op Bill Cunningham (55)	“	Hannibal Cobb S	Toni Co. Nora Drake (158)	Miles Labs. Queen for A Day (431)	General Mills Today's Children (73)	Fascinating Rhythm S	Wm. Wise Get More Out of Life (53) R	Radio Singers	TBA
“	“	Veterans Wants to Know S	“	“	P & G Brighter Day (105)	“	General Mills Light of World (73)	“	“	“	“
Speaking of Songs S	rmonic ry Orch S	Treasury Variety Show	Miles Lab. One Man's Family (151)	Sterling Drug Bride & Groom (221) *	Babbitt, Nona From Nowhere (144)	Bob Poole Show	P & G Life-Beautiful (152)	Treasury Show S	Report From Overseas	Dance Orchestra	Pioneers of Music
“	“	“	“	“	Miles Labs. Hilltop House (127)	“	P & G Road of Life (152)	“	Adventures in Science	“	“
Lthrn Laymn Lutheran L (100)		General Foods Juvenile Jury (22?)	Miles Labs Quiz Kids 161)	Pick a Date with Buddy Rogers *	Pillsbury House Party (153) *	“	P & G Pepper Young (153)	San Francisco Orchestra S	CBS Farm News	Caribbean Crossroads	“
“	“	“	“	“	“	“	P & G Right to Happiness (152)	“	Cross Section U.S.A.	“	“
Voices that Live S	“	General Foods Hopalong Cassidy (492)	Doubleday Edwin C. Hill (26)	Green Spot Surprise Package (68)	Co. Palm.-Peet Strike It Rich (27)	Miscellaneous Programs	Sterling Drug Backstage Wife (146)	Remember S	Dance Orchestra	Dunn on Disc	Living—1950 S
“	“	“	Doubleday Facts Unlimited (26)	Surprise Package S	“	“	Sterling Drug Stella Dallas (146)	Horse Races S	Horse Racing	“	“
Milton Cross Opera Album	n Herds. t Parade 0)	U.S. Tobacco Wm Gargan Private Investgr (380)	Shulton Inc. High Adventure (13)	Happy Landing S	TBA	Georgia Jamboree	P & G Lorenzo Jones (144)	Old, New, Borrowed, Blue S	Saturday at the Chase	Sports Parade S	Matinee At Meadowbrook
“	“	“	“	Melody Promenade S	“ 4:55-5 News	“	Sterling Drug Y. Widder Brown (146)	“	“	“	“
Think Fast S	Your tion	Grove Labs (420) DL&W Coal (23) The Shadow	Voices & Events S	See Footnotes	Treasury Bandstand S	Kellogg Mark Trail (MWF ½ hr.)	General Foods When Girl Mar's (81)	ABC Symphony S	Philadelphia Orchestra	True or False S	Slim Bryant and Wildcats
“	“	“	“	“	“	National Biscuit Tues.-Thurs. S. Arrow (343)	General Foods Portia Faces Life (89)	“	“	“	“
oodyear T & R Greatest Stor Ever Told (64	TBA	Williamson True Detective Mysteries (472)	Int'l Harvester Harvest of Stars (167)	“	Hugo Malan's Orchestra S	M-W-F. Tom Mix-Ralston (482)	Whitehall Just Plain Bill (60)	“	“	Radie Harris (Dewey) (50)	TBA
“	“	“	“	“	Miles Labs Curt Massey Time (141) R	Bobby Benson (Tues. & Thurs.)	Whitehall Front Page Farrell (59)	“	“	3 B's & A Honey	Hunt Club Dog Fd., Confidential Closeups (60)

*Explanatory: Listings in order: Sponsor, name of program, number of stations; S sustaining; R rebroadcast west coast; TBA to be announced. Time is EST.

ABC

10-10:30 AM Tues., Thurs., Sterling Drug, My True Story, 384 stations.

10-10:30 PM Saturday, National Barn Dance, Phillips Petroleum Co. in West.

10-10:30 PM Sat., Voices That Live.

10:30-10:45 PM Sat., Irving Fields in East.

11:30-12 noon, M-W-F., Quaker Oats Quick as a Flash, sustaining Tues. and Thur.

12:25-12:30 PM Mon.-Fri., Westinghouse Co. Ted Malone on 235 stations.

3:25-3:30 PM Mon.-Fri., Philip Morris, Walter Kiernan's One Man's Opinion, 200 stations.

3:45-4 PM Tues., Club Aluminum Products Co., Club Time on 59 stations.

5-5:30 PM Mon., Wed. & Fri., Quaker Oats, Challenge Of The Yukon over 207 stations.

5-5:30 PM Tues. & Thurs., Green Hornet, S.

5:30-6 PM Mon.-Fri., General Mills sponsors Jack Armstrong on alternate days each week with the Derby Foods sponsoring Sky King, 202 stations for both.

7:30-8 PM M-W-F, American Bakeries Co., Lone Ranger, 62 stations.

CBS

11:00-11:05 AM Sat., Seeman Bros., Allan Jackson News, 170 stations.

3:55-4 PM Mon.-Fri., Pillsbury Cedric Adams over 151 stations.

10-10:30 PM, Johnny Dollar, sustaining, on part of network.

MBS

8:55-9 PM Mon.-Fri., Bill Henry & the News, Johns-Manville, 374 stations.

NBC

8-8:15 AM Mon.-Fri., Alex Dreier, Skelly Oil Co., 34 stations.

8-8:15 AM Sat., This Farming Business, Skelly Oil Co.

11:15-11:30 PM Tues., Thurs., Sat., Songs by Morton Downey, Coca-Cola Co., 148.

BROADCASTING
The Newsweekly of Radio and Television
TELECASTING

March 27, 1950

Copyright 1950

XUM

When Was The Last Time You Spoke to a Woman?

In Philadelphia WCAU's "FOR WOMEN ONLY" and "HOUSEWIVES' PROTECTIVE LEAGUE" speak to twice as many women, with half as many hours on the air, as Philadelphia's four other women's radio programs combined.*

To put this great salespower to work for you, put your product on WCAU.

*Pulse of Philadelphia

Agencies

JOSEPH A. PROCTOR, former Lever Bros. advertising executive, elected to board of directors of James Thomas Chirurg Co., New York. He succeeds **E. GORDON LANE**, vice president, resigned. Mr. Proctor had been with Lever for 30 years before joining Chirurg in January 1950 as vice president in charge of merchandising. **LEO J. HARDIMAN**, treasurer of Chirurg, elected vice president and general manager of company's Boston office. Mr. Chirurg was re-elected president and became corporation treasurer, replacing Mr. Hardiman.

L. MARTIN KRAUTTER, advertising and merchandising consultant, merges his interests with Chicago office of Maxon Inc., to become vice president in charge of Hotpoint account.

LESLIE R. GAGE, formerly Western manager for Macfadden Woman's Group, Chicago, joins LeVally Inc., same city, as media director.

Mr. Gage

BECKER & LUSH Inc., New Haven, Conn., announces change of name to **E. J. LUSH Inc.**, coincident with move to new and larger quarters at 207 Orange St., New Haven. **EDWARD F. BECKER**, formerly treasurer and majority stockholder, retires, remaining as legal counsel and research director for firm.

JACK MATTHEWS, formerly with Dancer-Fitzgerald-Sample Inc. as space buyer on Procter & Gamble accounts, and before that general media buyer with Sherman & Marquette, Chicago, appointed head of media department of Chicago office of Ross Roy-Fogarty Inc.

HARRY M. IRELAND, executive for Bristol-Myers account at Doherty, Clifford & Shenfield Inc., New York, and **WILLIAM E. HOLDEN**, merchandising director for firm, appointed vice presidents.

J. LARRY HAINES, formerly with Gimbel Bros. Department Store, joins Wasser, Kay & Phillips Inc., Pittsburgh, as assistant television director.

JOHN R. SHEEHAN joins Cunningham & Walsh Inc., New York, as associate director of radio and television. He formerly was director of radio and TV for Buchanan & Co.

Mr. Sheehan

ALFRED GOLDMAN, formerly with Van Sant, Dugdale & Co., Baltimore, joins copy staff of Huber Hoge & Sons, New York.

CHRIS LYKKE & Assoc. and **WILLIAM J. WILKIN Co.**, San Francisco advertising agencies, consolidate under name of **Lykke-Wilkin & Assoc.** New firm will occupy Lykke office in Monadnock Bldg. Telephone: YUkon 6-5842.

GARRETT E. HOLLIHAN, formerly with KARM Fresno, Calif., joins Brisacher, Wheeler & Staff, San Francisco, as radio and television director.

EUGENE W. COOPER, formerly with Foote, Cone & Belding, Chicago, transfers to San Francisco office of agency as account supervisor.

MILBURN JOHNSTON, manager of San Francisco branch of Campbell-Ewald Co., appointed vice president.

HARRY A. MAGEE, formerly advertising manager of Bendall Pontiac Co. Alexandria, Va., opens his own agency and public relations office in Burke & Herbert Bank Bldg., 110 S. Fairfax St., Alexandria.

HENRY HALPERN, previously with Young & Rubicam and before that associated with Dr. George Gallup, appointed research manager of Ward Wheelock Co., Philadelphia.

GEORGE H. BENEDICT, formerly with General Foods, joins Federal Adv. Agency, New York, as account executive.

WALTER W. HOLT, former account executive of Duane Jones Co., New York, appointed account executive in drug section of Erwin, Wasey & Co., New York. **ARTHUR H. EATON**, former copy chief of Sherman K. Ellis Inc., New York, appointed advertising copy director of Erwin, Wasey, succeeding **LARRY TRIGGS**, retired.

MILTON T. KYLE and **RICHARD A. CULLINAN** named director and executive vice president, respectively, by Albert Frank-Guenther Law, New York.

ANDREW V. CHRISTIAN, formerly writer and producer with Chicago studios of CBS, joins radio-TV staff of McCann-Erickson, same city. **RICHARD**

(Continued on page 52)

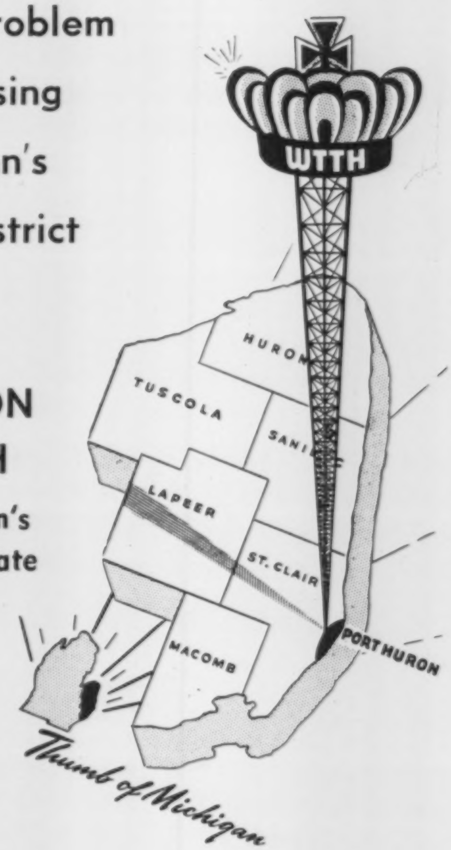
RULE OF THUMB!

QUESTION:
What is "rule of thumb"?

ANSWER:
The simple solution to a problem.

The simple solution to your problem of advertising in Michigan's Thumb District

STATION WTTH
Port Huron's ABC Affiliate



WTTH & WTTH-FM

Radio Stations of The Times Herald
PORT HURON, MICHIGAN

Affiliated With
ABC NETWORK

Represented by
WEED & CO.

KLZ
HOOPERS a
MILE
HIGH
and
soaring
HIGHER

KLZ's BMB HAS GROWN, TOO!

27,800 MORE daytime families.
28,100 MORE nighttime families.

Source: BMB Study No. 2
* Denver's Altitude, 5280 feet.

KLZ
DENVER
5,000 W CBS 560 KC

Represented by THE KATZ AGENCY

New Business

GROVE LABS (Fitch Dandruff Remover Shampoo Div.), St. Louis, starts spot announcement campaign in about 60 markets. Harry B. Cohen Adv., New York, is agency.

WARD PRODUCTS Corp., Chicago, for its Magic Wand TV and car antennae, sponsoring one-minute sound-on-film TV spots in Kansas City, Oklahoma City and Cleveland. Boston will be added at end of this month, after which campaign will go to 10 or 12 other markets. Contracts range from 13 to 2 weeks, and markets are not limited to use of one station. Agency: Burton Browne, Chicago.

BLUE CROSS and **BLUE SHIELD** (hospitalization plans) appoint West-Marquis Inc., Los Angeles, to handle Southern California advertising. Media plans have not yet been announced.

GEORGE E. DRAKE BAKING Co., Pittsburgh, appoints Wasser, Kay & Phillips Inc., to handle its advertising. Greatest portion of Drake's budget is being used in television.

SICKS' SEATTLE BREWING & MALTING Co. (Rainier Extra Pale Beer) launches six-month regional campaign using all Seattle stations and 21 others in Western Washington. In Seattle, spots are scheduled to be aired 20 to 22 times daily with other advertising, including television, carrying out theme of radio spots. Agency: Western Agency, Seattle. **Tom Jones Parry** is account executive.

NEW YORK TELEPHONE Co. starts television spot advertising campaign on New York TV stations through BBDO, New York. Theme of both 20-second and one-minute animated films is business listings in Classified Directory. All New York stations will carry film in addition to WNBF-TV Binghamton, WRGB (TV) Schenectady, WHEN (TV) WSYR-TV Syracuse and WKTV (TV) Utica.

F. H. SNOW CANNING CO. expands *Snow Time* show to include WIDE Biddeford, WGAM Portland, WGUY Bangor and WAGM Presque Isle, all Maine. Account is handled by Daniel F. Sullivan Co.

JACKSON INDUSTRIES Inc., Chicago radio-television manufacturing firm, names Lawrence Advertising, same city, to handle its advertising. Radio and television will be used.

WOLVERINE HARNESS RACEWAY Inc., appoints BBDO, Detroit to handle its advertising.

PORTLAND PUNCH, Los Angeles, appoints Milton Weinberg Adv. Co., that city, to handle its advertising. Television planned in Western markets.

FEDDERS-GUIGAN Corp., Buffalo (air conditioning units), will augment its advertising campaign by using television spot announcements to be placed through BBDO, New York, when plans are completed.

ASSOCIATED PRODUCTS, Chicago (5-Day deodorant pads), considering national TV spot schedule. Agency: Weiss & Geller, Chicago.

PRESTO RECORDING Corp., manufacturer of recording equipment and discs, appoints O'Brien & Dorrance, New York, as its advertising agency. **William R. Seth,** radio-television director of agency, will continue to handle account.

TRIJA GOLF EQUIPMENT Co., Los Angeles (golf clubs), appoints Ted H. Factor, same city, to handle advertising and promotion. Television will be used.

Network Accounts • • •

INTERNATIONAL SHOE Co., St. Louis (Poll Parrot shoes), renews Wednesday, 4:45 to 5 p.m. CST portion of *Howdy Doody* on NBC-TV from May 17, through Henri, Hurst & McDonald, Chicago. Mars Inc., Chicago (candy), which sponsors show on Friday, 4:45 to 5 p.m., has ordered show to be telecast by kinescope on 16 stations from March 27, through Grant Adv., same city.

WAITT & BOND Inc., Boston (Blackstone, Yankee Supreme cigars), today starts *Yankee Network News Service,* Mon., Wed., Fri., 6 p.m. on entire Yankee Network.

T. J. LIPTON Co., effective April 10, will promote its new product, Frostee, on

(Continued on page 52)

GRADE A LAND

. . . Home of WMT's GRADE A EASTERN IOWA AUDIENCE

MINN.
MASON CITY
WISC.
WATERLOO
DUBUQUE
SIOUX CITY
CLINTON
IOWA
Cedar Rapids
DAVENPORT
DES MOINES
CHICAGO
NEB.
ILL.
OTTUMWA
BURLINGTON

WMT

600 KC., 5000 WATTS **CEDAR RAPIDS** DAY AND NIGHT

Basic Columbia Network

Now in our 27th year

WMT serves the heart of the richest farming area in the world. Iowa produces more corn, hay and oats, more beef and pork, more poultry than any other state. Iowa leads the nation in farm income. Each WMT farm family produces the food to feed 20 other American families; the area served includes one-fourth of the Grade A land in the country. Each week the WMT program schedule includes 11¼ hours of farm program features—8½% of the total weekly WMT program schedule. The station fulfills its responsibility for agricultural leadership in the area, pointing the way through special activities toward better farm living. Everything from angleworms to weather forecasts interests farmers—and WMT provides the data.

Farm news makes listeners—listeners make customers—WMT makes customers! Ask the Katz man to show you how WMT *sells* in Eastern Iowa.

CBS STARS ARE ALWAYS SHINING OVER EASTERN IOWA . . . VIA **WMT**

CHUCK WORCESTER
Farm Service Director

Originates agricultural features; active in numerous positions of community and national agricultural leadership; supervises farm service programming.

k-nuz
SUCCESS STORY!
NO. 3

Mr. C. B. Hunt

C. B. HUNT MATTRESS, INC., located at 6320 Harrisburg Blvd., Houston, Texas, manufactures and sells to the retail trade custom built mattresses, and offers upholstering service. Here's what Mr. C. B. Hunt, owner of this Houston firm, says about K-nuz: "During the twelve years that the C. B. HUNT MATTRESS COMPANY has been in Houston we have bought all types of advertising, but never in my life have I seen such direct and immediate response as we have enjoyed from our three quarter hour programs of "Collie's Corral" over K-nuz. For example, during November and December, 1949, our upholstery business was up more than 100%, an increase we can honestly accredit to our radio program over K-nuz. We may safely be regarded as permanent clients of K-nuz."

(Upon request K-nuz will be happy to furnish complete story of the success of the C. B. HUNT MATTRESS COMPANY, or you can contact Mr. C. B. Hunt at his factory, 6320 Harrisburg Blvd., Houston, Texas, telephone WE-ntworth 5518.)

Before you buy the Houston market check the top Hooperated availabilities K-nuz offers. You'll be dollars ahead in sales and savings.

CALL, WIRE OR WRITE
FORJOE: NAT. REP.
DAVE MORRIS, MGR.
CE-8801

k-nuz
(KAY-NEWS)
9th Floor Scanlan Bldg.
HOUSTON, TEXAS

Feature of the Week

Little Jimmy at the mike with Announcers Brown (l) and Rodgers.

A FOUR-YEAR-OLD boy probably owes his life to WROK Rockford, Ill., for the station's all-out efforts to find him when he was reported missing on March 15.

That evening at 8:30, the boy's father, James Umbenhower, called WROK Announcer Ed Rodgers with a request for help in the search for Jimmy, who had been missing since 6 p. m. City and county officials, as well as the family and friends of the lost child, were combing the area.

Within 30 minutes after the appeal for help went out over WROK, 500 Boy Scouts had answered the call and were at the scene of the search, which had spread over a ten-mile-square area. The station was swamped with calls from listeners asking for the exact location of the search, offering rides to the scene for potential searchers who lacked transportation or asking for transportation so that their help could be given.

Hot coffee, prepared by Rockford women, was rushed to the searchers and two bakeries delivered rolls and doughnuts. From the search area, WROK Announcer Gale Brown relayed information to the station, including a request for desperately needed flashlights and flashlight batteries. Fifteen minutes after this request was on the air, the owner of a sporting goods store was on the scene with hundreds of the needed lights and batteries.

Although WROK's regular sign-off time is midnight, Announcers Rodgers and Brown stayed with the search until the boy was located, exhausted and half frozen, at approximately 12:05 a. m. Reports on Jimmy's trip to the hospital, his examination and the subsequent announcement by a physician that he was unharmed were broadcast by WROK.

* * *

On All Accounts

CARNEGIE HALL is synonymous with the apex in musical presentation, and in radio, Robert Giles Swan is synonymous with Carnegie Hall.

Radio and television director for the Joseph Katz Agency, Baltimore, Mr. Swan is producer for American Oil Co.'s much-acclaimed *Carnegie Hall* program on ABC. In his talented directorial hands lie the radio destinies of stars ranging from Rise Stevens to Margaret Truman.

Mr. SWAN

With the Katz Agency for the past six years, Mr. Swan was, previous to his current assignment, agency executive on the *Professor Quiz* show, negotiating 50 trips in one year in 50 cities throughout the country.

Actually, however, those trips were but a symbol of the distance Mr. Swan has travelled to reach his present eminence. Starting as a staff member of WTAM Cleveland, he was allowed full exercise of his accomplishments, serving successively there as announcer, actor, writer and eventually producer. From there he veered to an announcing post at WXYZ Detroit and then on to Chicago as a freelance announcer.

During the war he transferred his energies to the Third Service Command in Baltimore. There he headed the radio operation, producing shows for the full course of the war.

It was at that post that his work came to the attention of Joseph Katz, head of the agency. With the close of hostilities Mr. Katz invited him to join the agency in his present capacity.

In addition to handling American Oil Co.'s radio and TV activities (boxing matches in Washington and Baltimore), Mr. Swan now supervises radio and TV campaigns for the following accounts: Globe Brewing Co. (Arrow-Beer), Ex-Lax, Rem, and Chunk-e-nuts.

The Swans — she is the former Dorothy Anne Hodge — were married June 2, 1943. They have one child, Elizabeth Alexandra, 21 months. The family home is in Long Green Valley, outside of Baltimore.

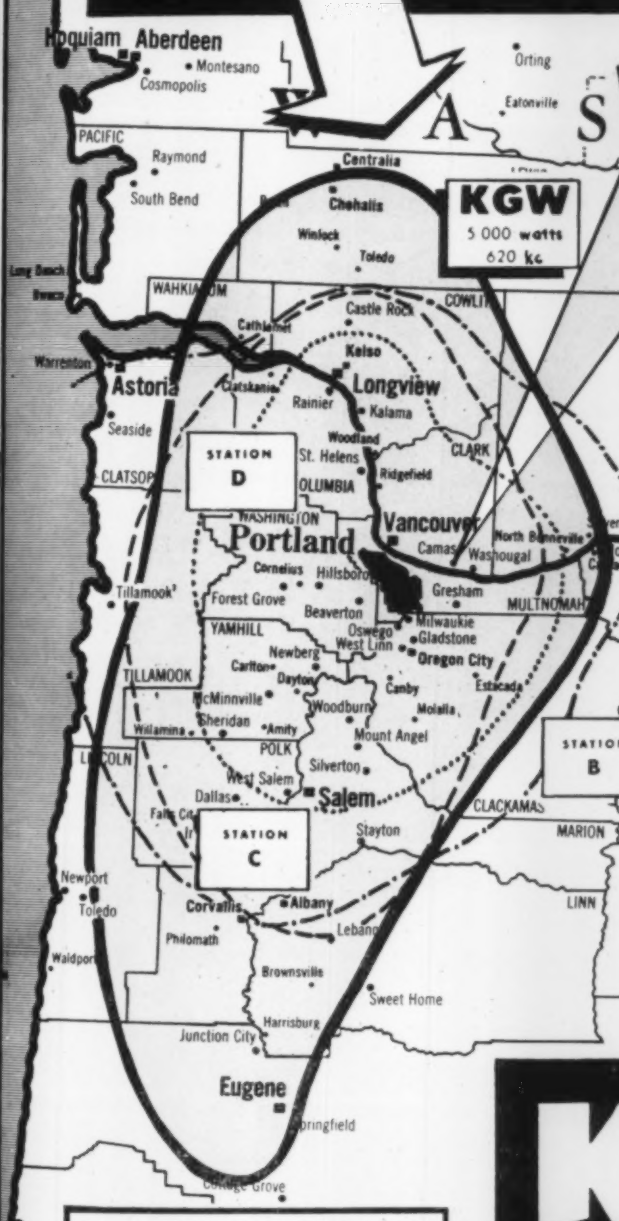
ASK
THE MANagement
WHO OWNS
ONE
TOP PERFORMANCE
ASSURED STABILITY
MODERATE INITIAL COST
LOW MAINTENANCE COST
52 YEARS' EXPERIENCE

LINGO
Vertical Tubular Steel
RADIATORS
Write for Factual Data
JOHN E. LINGO & SON
CAMDEN 5, N. J.

XUM

KGW *Delivers...*

COMPREHENSIVE COVERAGE *of*



Hoquiam
Aberdeen
Montesano
Cosmopolis
Orting
Eatonville
W A S
PACIFIC
Raymond
South Bend
Centralia
Chehalis
Winlock
Toledo
KGW
5 000 watts
620 kc
Long Beach
Ilwaco
WAHKIAKUM
Castle Rock
COWLITZ
Cathlamet
Kelso
Warrenton
Astoria
Clatskanie
Longview
Rainier
Kalama
Seaside
Woodland
STATION D
St. Helens
CLARK
CLATSOP
COLUMBIA
Ridgefield
WASHINGTON
Vancouver
Portland
Camas
North Bonneville
Stevenson
Hood River
Cascade Locks
Washougal
Cornelius
Hillsboro
Tillamook
Forest Grove
Gresham
MULTNOMAH
Beaverton
YAMHILL
Milwaukie
Oswego
West Linn
Gladstone
Newberg
Oregon City
Carlton
Dayton
Estacada
TILLAMOOK
Canby
McMinnville
Woodburn
Molalla
Sheridan
Willamina
Amity
Mount Angel
LINCOLN
POLK
STATION B
Silverton
West Salem
Dallas
Salem
CLACKAMAS
Falls City
STATION C
Stayton
MARION
Newport
Toledo
Corvallis
Albany
LINN
Philomath
Lebanon
Waldport
Brownsville
Sweet Home
Harrisburg
Junction City
Eugene
Springfield
Cottage Grove

This chart, compiled from official, half-milivolt contour maps filed with the FCC in Washington, D. C., or from field intensity surveys, tells the story of KGW's Comprehensive Coverage of the fastest-growing market in the nation.

CAMAS
(WASHINGTON)

. . . the city an industry created

Camas, Washington, enjoys the unusual distinction of being a one-industry community... a modern city dominated throughout its commercial and community life by the influence of the largest specialty paper mill in the world. Since this mill was founded in 1883 it has been the major employer, the heavy industry of the area. It would be difficult to find a more stable community than Camas. Ninety per cent of the residents own their own homes . . . wages are at a high level the year around . . . the community serves a large nearby area of diversified farming, and is the trading center for an entire county.

Camas, Washington, is yours to tap . . . through COMPREHENSIVE COVERAGE KGW delivers Camas . . . as it delivers the rest of the fastest-growing market in the nation.

KGW PORTLAND OREGON

NBC AFFILIATE

AFFILIATED WITH NBC

REPRESENTED NATIONALLY BY EDWARD PETRY & CO.

The leading station in the leading market

KNX

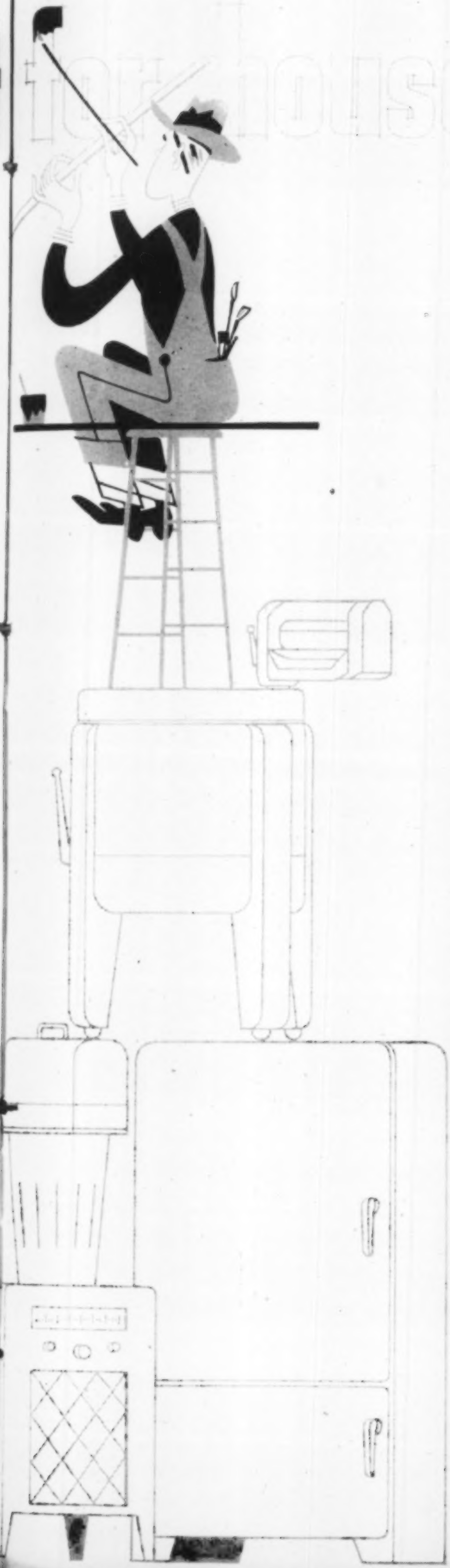
LOS ANGELES · 50,000 WATTS

Represented by RADIO SALES

COLUMBIA OWNED

XUM

for household equipment



The Leading Market

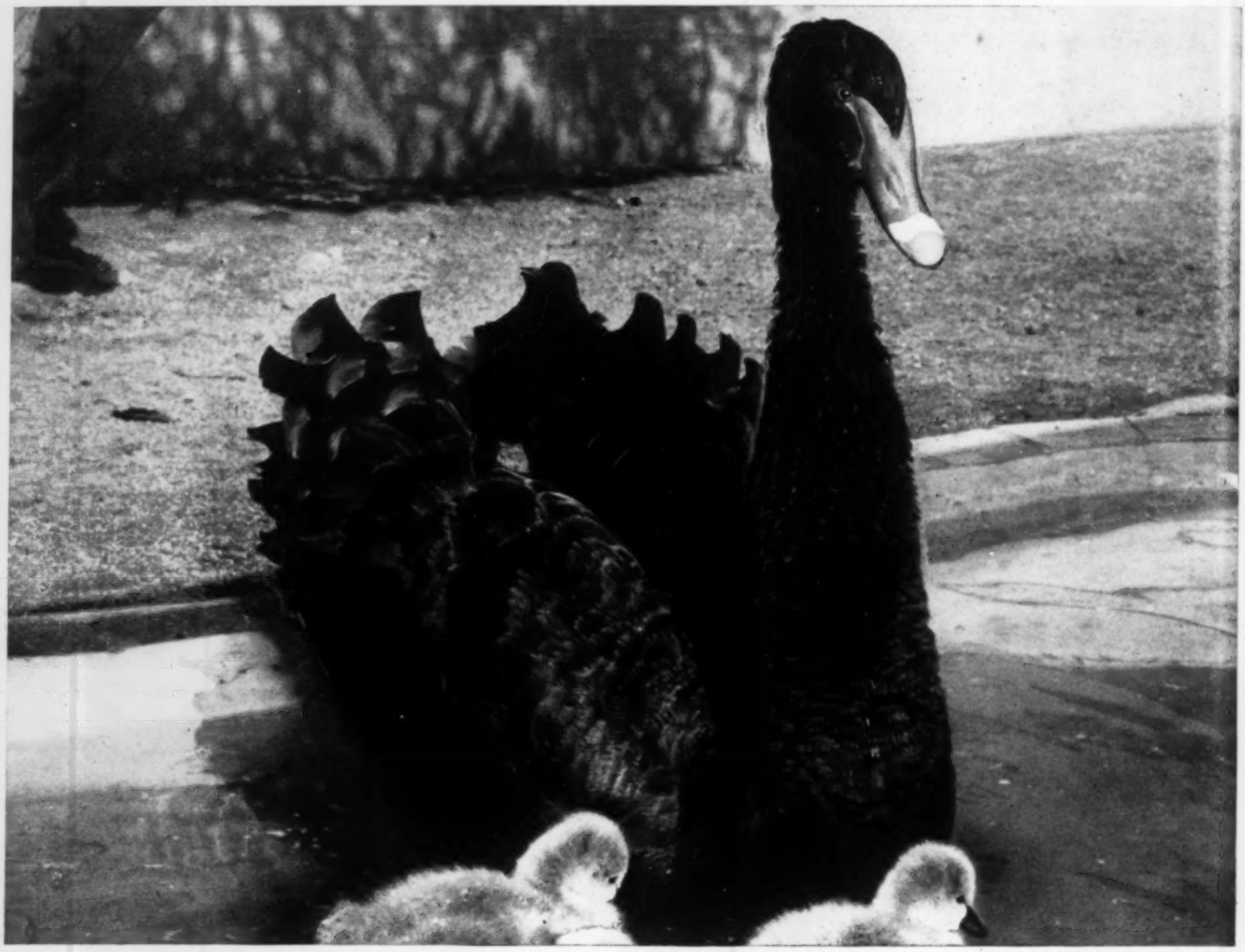
More household equipment, radio sets and furniture ($335,000,000 worth per year) are sold in Los Angeles County than in any other county in the nation. In fact, this volume of business exceeds the COMBINED dollar value of such sales in the home counties of Detroit, Pittsburgh and Cleveland. There are 5,928 outlets for this merchandise in Los Angeles County.

When you want BIG business, get it in the BIGGEST market . . . Los Angeles County. And get it through . . .

The Leading Station

KNX is the most listened-to station in Los Angeles. Hooper: KNX is first in four out of the six rated day periods . . . first in total rated time periods. Pulse: KNX is first in twelve out of the total eighteen hour periods, Monday through Friday, including one first-place tie . . . and first in total rated time periods.

Sources:
Sales Management, May 1949;
California State Board of Equalization;
Los Angeles Hooperatings, Nov. - Dec., 1949;
Pulse, Nov. - Dec., 1949.



PROUD MAMA

Susan, the black swan, ruffles her feathers in a gesture of protection for her cygnets, the little ones she's so proud of.

W·I·T·H is pretty proud, too! Proud of the way we produce low-cost results for advertisers in Baltimore.

The way W·I·T·H does it is this: first, W·I·T·H regularly delivers more *home* listeners-per-dollar than any other station in town. And second, *in addition*, a survey made under the supervision of the Johns Hopkins University showed that of all radios playing in drug stores, 34.6% were tuned to W·I·T·H.

That means that a *little* money does *big* things on W·I·T·H. Call in your Headley-Reed man today and get the whole W·I·T·H story.

WITH

BALTIMORE, MARYLAND

TOM TINSLEY, President • Represented by HEADLEY-REED

BROADCASTING
TELECASTING

Vol. 38, No. 13 WASHINGTON, D. C., MARCH 27, 1950 $7.00 A YEAR—25c A COPY

SUMMER SALES

GM Splash to Help Offset Hiatus Blues

A WHIRLWIND NETWORK radio campaign utilizing perhaps as many as a dozen programs is being planned for midsummer by General Mills Inc., BROADCASTING learned last week.

The campaign under consideration is not unlike that used by Ford Motor Co. early this year to announce the introduction of its new models. General Mills was understood to be considering shows on ABC, CBS and NBC.

The programs would be bought on a short-term basis—probably for eight weeks beginning in July. They would be programs already scheduled by the networks for summer presentation.

A total budget of more than half a million dollars reportedly will be spent in the campaign. Although secrecy surrounded the negotiations last week, it was learned authoritatively that the intense mid-summer campaign would be used to push the sale of Wheaties, a cereal. The agency is Knox-Reeves, Minneapolis.

The General Mills proposed campaign was by far the most ambitious bit of summer business yet reported among the networks.

The report came at a time when the pattern of summer radio network sponsorship was beginning to evolve. A survey last week showed that seven sponsors of current programs had decided to use summer replacements.

The majority of advertisers, it was learned, will take summer hiatuses, most of them for seven or eight weeks.

Summer Replacements

Among the sponsored shows which will go off the air for the summer, and known to be seeking replacements is the *Aldrich Family* on NBC for General Foods. The agency, Young & Rubicam, is understood to be looking for a program that will have a family appeal.

The Assn. of American Railroads, through its agency, Benton & Bowles, is seeking another musical show to replace the vacationing *Railroad Hour* on NBC.

Other programs which will require summer replacements are the *Jack Benny Show*, sponsored by American Tobacco Co. through BBDO on CBS; *Amos 'n' Andy*, Lever Bros. through Ruthrauff & Ryan on CBS; Edgar Bergen for Coca Cola through D'Arcy Agency on CBS; *Life of Riley* for Pabst Beer through Warwick & Legler on NBC.

Among those programs scheduled for seven and eight week hiatuses are: *Truth or Consequences* on NBC, the *Beulah Show* on CBS, Ed Murrow on CBS, *Father Knows Best* on NBC and the Red Skelton program on CBS. Nabisco's *Straight Arrow* on MBS will take a 13 week hiatus.

On the other hand some shows such as the *Original Amateur Hour* on ABC, *The Big Story* on NBC, *Dr. Christian* on CBS, *The Sheriff* on ABC, *Harvest of Stars* on NBC, *Record Parade* on CBS will continue through the summer.

Sponsorship Set

One program already set for summer sponsorship is *It Pays To Be Ignorant* which will take the place of *Light Up Time*, on NBC, 7-7:15 p.m. for the American Tobacco Co. through BBDO, New York.

Meanwhile the networks were planning the programs that would fill the time vacated by sponsor hiatuses.

The trend in these programs in the summer of 1950 promises to differ from that in past years.

Whereas in previous recent years, the mystery, the musical and the quiz program tended to form the staple of summer replacements, the trend this year is toward situation comedy and the dramatic program.

Subsidiary Trends

Though it is still too early for any definitive conclusions, three other elements emerge with sufficient clarity to be classified as subsidiary trends:

"New" motion picture names are receiving increased attention. These include people like Clifton Webb and Paul Douglas, the latter an old radio hand but never a featured performer in the sense that he is being now projected.

Year-round radio stars are being re-cast in special summer shows. This is the case principally at ABC.

Most active of the networks preparing new programs is NBC with approximately 16 shows in various stages of preparation.

Among the situation-type programs already scheduled to appear on NBC are *The Trouble With The Truits*, the adventures of a family in a trailer; Clifton Webb in *Mr. Belvedere;* the Paul Douglas show; and *Tugboat Annie*.

Dramatic programs include: *Out of This World* a science-fiction series; a program called *The Doctor;* Jack Lait's *Confidentially Yours*, dramatic adventure; *The Texas Rangers*, a dramatization of pioneer days; and Douglas Fairbanks Jr., in a show entitled *The Silent Man*.

Other personalities on NBC will be Hedda Hopper; Joe DiMaggio in an adult sports show; and Sammy Kaye in a talent hunt show.

At CBS at least three situation comedy programs are being auditioned, one featuring Don Ameche; another called *Granbe Acres* and a third entitled *Shy Guy*. CBS also plans to prepare some public service summer programs. One of them, already scheduled, is called *Up for Parole*.

ABC Plans

ABC plans include the use of its established family of stars in new programs to implement the network's philosophy of building its own personalities. Among the personnel involved in the project are Walter Kiernan, Ted Malone, The Fitzgeralds and Jack McRay.

Mutual's summer problem is solved during the daytime by its heavy baseball schedule. Present nighttime shows will continue through the summer.

SETS NEAR 89 MILLION

NAB-RMA Study

A TOTAL OF 88,964,000 radio and television receivers were in use as of Jan. 1, 1950.

This figure, computed jointly by Radio Mfrs. Assn. and the NAB, is the first joint compilation ever issued by the two industry associations. It represents an effort to obtain the highest possible degree of accuracy in radio's circulation through use of the combined facilities of the two organizations.

Of the 88,964,000 radio and TV sets, 65,436,000 radio-only sets were in homes and 5,000,000 in places of public assembly, a total of 70,436,000 radio-only receivers in the hands of the public, according to the NAB-RMA data.

Besides the home-public assembly receivers, 14,764,000 automobiles were equipped with radio receivers.

The total number of television sets in use at the yearend was 3,764,000, according to the joint industry statistics.

The figures were compiled under direction of Dr. Kenneth H. Baker, NAB director of research, and Frank W. Mansfield, Sylvania Electric Products, chairman of the RMA Industry Statistics Committee.

TV Distribution

At the yearend an estimated 401,000 television sets were in distributor and dealer pipelines, or about a month's production, according to RMA.

An independent projection of the NAB-RMA figures shows that about 2,500,000 radio sets will be turned out in the first quarter of 1950, along with over a million TV receivers. Adding this production to the NAB-RMA figures produces a total of perhaps 93 million radio and TV sets in operation as of April 1, 1950, allowing for normal dealer-distributor stocks.

Carrying this projection farther, it is indicated that radio-TV sets in operation will pass the 100 million mark before the end of 1950.

A separate analysis of FM circulation by the NAB FM Dept. shows that 5,000,000 U. S. home receivers are equipped to receive broadcasts in the FM band. This figure, which includes FM tuners, has been informally used by some FCC officials as the basis for calculations.

As of last Jan. 1, RMA estimated 4,250,000 sets with FM had been manufactured by its members, a figure that now has reached the 4,500,000 mark. Allowing for produc-

(Continued on page 54)

WFIL CUTS NIGHT RATES Cites TV Growth

OVERHAUL of radio time to fit in with the "drawing power of television" was announced last week by Roger W. Clipp, general manager of WFIL-AM-FM-TV Philadelphia.

In an unprecedented move, the ABC station completely reclassified its Class A and B radio periods with a change of rates that cuts the price of its evening time but increases charges on daytime purchases. At the same time, WFIL claimed the new BMB study shows the station with "a higher audience gain than any other Philadelphia network station."

With announcement of its new rates, effective April 1, WFIL said the change is based on a belief that television "ultimately will enforce a revision of rates throughout the radio industry."

According to WFIL's revised rate card, Class A time has been realigned from 7-10 p. m. to 9 a. m.-10 p. m. Class B time, which formerly comprised the hours of 8 a. m. to 7 p. m. and 10-11 p. m., has been changed to 7-9 a. m. and 10-11 p. m. Result is to establish the rates charged for daytime and nighttime on a more equal basis.

One-Time A Rate $300

Basic one-time Class A rate now is $300, a decrease in the nighttime rate of $30. Overall increase in the basic daytime rate will be $52 per hour, according to the station. New basic Class B rate is $200 per hour.

Explaining the station's rate adjustment, Mr. Clipp said: "We believe that within the next few years the drawing power of television will affect the nighttime radio audience to the point where a rate adjustment is indicated.

". . . Daytime rates on most broadcasting stations, in our opinion, have been too low. The job which radio has been doing for advertisers during the daytime periods provides an abundance of evidence that results, per dollar expended in radio, make radio one of the most economical advertising mediums in the world. We are doing today what we believe most of the industry will do tomorrow."

While acknowledging television's challenge to radio at certain nighttime hours, Mr. Clipp emphasized that radio's position "will remain unshaken in the morning and afternoon segments for years to come. Radio's performance outstrips its cost."

According to WFIL, BMB 1949 findings show an 18.5% daytime increase in WFIL's total radio family coverage, over the 1946 survey. In nighttime periods, the station also claims it "alone forged ahead" in Philadelphia, showing a 16.1% increase.

Claims 'Undersold'

Mr. Clipp maintained that the industry undersold itself for "too many years" on daytime segments. "Radio," he said, "can increase its daytime rates and still give the advertiser more for his money than any other media." Citing BAB estimates of 83 million radios as against 52 million daily net paid newspapers and 24 million magazine homes, Mr. Clipp pointed out that average family radio listening was 5 hours 53 minutes a day to newspaper reading at 3 hours 18 minutes per day.

Although television's coverage pattern and potential audience are on the constant increase, he went on, after more than a quarter of a century, "the same can be said of radio . . . the number of radio sets in use increased some 7 million during 1949."

Reviewing the TV industry's picture, Mr. Clipp challenged the opinion that "after television enters the home, radio dies," by pointing out that surveys giving the listenership edge to televiewers with new sets have been modified after about the first six months of set ownership. Once again, he said, the home viewer becomes a radio listener, although on a selective schedule.

Cites Inevitability

At the same time, he said, evidence shows that TV monies are new monies. However, Mr. Clipp cautioned, "sooner or later something has to give." Willingness to pay higher costs for TV production of such traditional radio shows as the *Lone Ranger* (General Mills) and *The Aldrich Family* (General Foods), Mr. Clipp said gives impetus to the strong advertiser appeal of TV.

While "nighttime radio is not doomed on its own account," he said, "it is certainly facing formidable competition. The well known difference between night and day, therefore, is becoming ever more applicable to radio's selling techniques." Daytime radio, he added, is destined to "become America's most effective and lowest cost ad-

(Continued on page 52)

SHELL Oil Co. executives were guests at the National Assn. of Radio Station Representatives' Spot Radio Clinic luncheon early this month at Hotel Biltmore, New York. In an informal discussion are (l to r): Fred F. Hague, George P. Hollingbery Co.; C. W. Shugert, assistant to the manager of Shell's sales promotion-advertising department; E. W. Lier, Shell radio representative, and Arthur McCoy, Avery-Knodel Inc.

All's Well That Sells Well . . . . AN EDITORIAL

THIS WEEK the Assn. of National Advertisers and the American Assn. of Advertising Agencies meet in almost concurrent conventions in nearby Virginia and West Virginia resorts. As a finale, they get together for a combined meeting.

No matter how the respective agendas may read, these spenders of the national advertising dollar (several billion of them) are interested basically in two things: (1) how to preserve the integrity of advertising in our economy; (2) how to stretch their budgets to the 'nth.

That meteor which streaks across the advertising firmament—television—will get rapt attention.

Portents are seen in the enlivened discussion toward reduction of AM nighttime rates in multiple TV cities, to compensate for possibly decreased AM tune-in. This development was as obvious as the Stalin election. It's the stock-in-trade of buyers of advertising.

The fact that there have been no general network or station rate increases in eleven years, whereas the printed media have boosted rates in tempo with overhead, isn't taken into account. The fact that the number of radio homes in that period has increased from 28,700,000 to 42,000,000; that the total number of sets has vaulted from 45,300,000 to 84,000,000, is blithely ignored.

Thus radio is delivering nearly double the homes and listeners today than it did in 1939, and at substantially the same rates. There's no more reason to bracket radio and TV as mutually exclusive media than there is to regard *Time*, *Life* and *Fortune*—published by the same firm and sold via the same methods—as identical media serving identical readers. They have common parents, different progeny.

And there's another difference. The printed media have been infinitely smarter in their customer relations and their rate making. Radio rates have always been too low. The networks have set the pattern. Network rates serve as the base for spot rates. Hence the advertiser down the line has been reaping the rewards, getting more for that radio advertising dollar than he ever has received from his newspaper or magazine buck.

This was underlined a few weeks ago [BROADCASTING, Jan. 30] in the revelation of *Life* that its gross billings were larger—by $12 million—than those of NBC or CBS, *Life* with 100-odd pages over-all, published once-a-week and delivered to a claimed 5,200,000, as compared with a nationwide network programming 18 hours a day, seven days a week, reaching people in the almost countless millions!

Advertisers cannot be criticized for striking the best bargain they can, TV's advent gives them a new wedge. Radio can be taken to task for failing to sell itself for what it's worth and on its merits—and circulation.

Radio rates, after all, are but a part of the cost. The rub has been in the astronomical prices of top talent—prices that were bid up by the advertisers themselves, on the basis of audience-rating legerdemain.

So when the advertisers and their agencies huddle this week, we hope they will recognize radio for what it is—the most potent means of reaching most of the people all of the time, and at the lowest cost. Let them also recognize TV for what it is—a phenomenal medium that sells as it demonstrates and that is incapable of comparison with any other force ever devised. TV sells in 59 markets and sells well. AM sells everywhere, and is destined to forevermore.

UPSURGE IN N.Y. RADIO

Independents Profit Despite TV

By **JOHN OSBON**

BUSINESS is booming at independent radio stations in New York, despite the fact that they are situated in the biggest television market in the U. S., a BROADCASTING survey showed last week.

The seven most active independents reported that in the past year revenue had risen as much as 40%. Not one reported a decline in billings.

The upsurge in independents' business—much of it from local accounts—appears all the more significant in view of the growth of the New York TV market which doubled its television set count from 500,000 in February 1949 to more than one million last month. Number of families in the seven-station New York-Newark area reached by television is well over 3½ million.

Add to that two other salient facts: New York consistently has been at the top in the number of television network and spot accounts, and independents' rates have remained substantially unchanged.

The increase would seem to be especially significant in view of figures offered in some quarters, which indicate a considerable portion of the radio audience has been diverted to televiewing.

In New York, independent radio stations logically may have been expected to take a beating where it hurts most, for audience behavior appears to document a trend to TV.

Hooper Shows TV Up

C. E. Hooper early this month reported, for example, that the December 1949-January 1950 average showed radio's share of the New York evening audience down to 55.3% from 80.3% for a previous 11-month period, January-February 1949—with TV's share up correspondingly from 19.7% to 44.7%.

In the same period, weekday afternoon viewing rose in New York from 9.6% of all broadcast reception to 22.5%.

The pattern set for the past 12 months—an appreciable increase in gross billings for independent radio outlets despite TV's all-around growth in advertising accounts, sets, audience viewing—may not be expected to develop into a further trend during the next 12 or 24 months, but that was the story in New York last week.

Some typical reports received by BROADCASTING:

One of the leading revenue grossers is WMCA, 25-year-old independent which has shown its greatest business upsurge in the past 13 months during television's impact in metropolitan New York.

Until March 1949 the station reportedly was losing as much as $30,000 a month—a sizeable figure when projected over a 12-month period. Revenue for February was up from 40% to 50% over February of 1949 according to Norman Boggs, executive vice president and general manager.

Mr. Boggs thinks it is significant that "there is less talk about television among the bulk of our advertisers today than there was a year ago this time."

He declined to give actual dollars-and-cents gross but it is believed that paring of costs, as well as new business, and establishment of a "realistic" rate card, have been vital factors in WMCA's newly-won success.

WNEW Increases 20%

One of the sharpest increases in independents' ranks is shown by WNEW, which reports a 20% boost in revenue for the first 18 weeks of 1950 over a comparable period last year. New business was recorded primarily from drug and food accounts.

Ira Herbert, vice president and sales director of WNEW, doesn't share any uneasiness over TV's growth and, in fact, thinks the oft-predicted early demise of independent radio is premature. He calls for better programming and hard selling. WNEW itself may have its biggest year in history, in view of accounts already lined up and "barring unforeseen developments," he said.

WINS likewise has shown a billings increase over last year — roughly 25%, according to Kiernan T. Murphy, business and co-manager of the station. Boosts are reflected in a 29% rise for January and 20% for February compared to figures for those months last year. March figure will hit the 30% level, Mr. Murphy added. Much of the new business is from TV set manufacturers.

WQXR, *New York Times'* outlet, also declined to give actual figures, but reported its revenue for the first three months of 1950 has jumped 7% over a similar period last year.

"We haven't felt the impact from television during January-March 1950 as much as during January-March 1949," Elliot Sanger, *Times* executive vice president in charge of WQXR-AM-FM, reported.

Foreign language outlets, specializing in Italian broadcasts, also have indicated a definite upsurge. WHOM, with studios in New York and transmitter in Jersey City, N. J., claims its gross as of this month represents a 15% boost over that of March 1949.

Station spokesmen point out that WHOM is the only station airing Italian-langage programs at night and on Sunday.

WOV, another foreign-language station specializing in Italian programs as well as pop and hillbilly music, reports that, ironically, the great demand for TV sets and concomitant advertising by set manufacturers has given it "another source of business."

On the whole, however, station revenue has been "holding its own" —comparing this past February with February 1949.

WMGM Warns

WMGM reports a 7% increase in gross for the past 26-week period over a similar previous period beginning March 1, 1949. It declines to give exact figures or 1949-50 monthly comparisons, but sounded a note of warning to independent outlets.

"Television has definitely affected billings, particularly from national advertisers whose local spot now is being marked for diversion to TV," Bertram Lebhar Jr., WMGM executive director and sales director, said in a statement to BROADCASTING. "In a declining market, we've been able to do better than hold place. For the time being at least this has been possible because we've embarked on an aggressive programming policy, mostly centering around Metro-Goldwyn-Mayer radio attractions."

NARBA HOPES REVIVE

Surprise Move Friday

EFFORTS to reach a U. S.-Cuban agreement on broadcast channel assignments were officially abandoned last Thursday, but hopes for success sprang up again Friday with sudden signs of a more conciliatory Cuban attitude.

Capt. John Cross, assistant chief of the State Dept.'s Telecommunications Division, said Thursday that the U. S. delegation to Havana, where negotiations had been in progress for more than seven weeks, was instructed to "wind things up as gracefully as possible" and return to Washington.

His announcement followed telephone consultations with FCC Comr. Rosel H. Hyde, head of the U. S. delegation, who he said asked for the recall in belief that further discussions would be useless at this time.

Possibility of further discussions came as a surprise development Friday morning when Capt. Cross said Comr. Hyde asked for and received State Dept. permission to remain for an "important" luncheon engagement with Cuban radio authorities (see late reports, page 4).

The fast-breaking developments came some three weeks after the Cuban delegates had made success seem a foregone conclusion by representing that they agreed with U. S. proposals "in principle" [BROADCASTING, March 6, 13].

What had appeared to be the final straw was delivered by the Cuban delegation last Wednesday, after the U. S. delegates had been kept cooling their heels for two weeks awaiting a formal answer on the tentatively accepted U. S. agreement.

The "answer" was in the form of a counter-proposal which, according to Comr. Hyde's report to Capt. Cross, made demands that were even more stringent from the U. S. standpoint than those which broke up the overall NARBA sessions at Montreal last December [BROADCASTING, Dec. 5, 12, 1949].

Cuba's Counter-Offer

Capt. Cross said Comr. Hyde informed the State Dept. that Cuba's counter-offer in general retained the concessions which Cuba wanted but left open for subsequent discussion—in the overall NARBA conferences—the protection ratios which the U. S. was seeking on behalf of stations in this country.

Failure of the conference would raise new fears of U. S.-Cuban channel warfare, though it was known the U. S. delegates were pressing for retention of the *status quo* on channel assignments pending possible negotiations later —perhaps at the scheduled resumption of the overall NARBA conference.

Some observers, however, feared that if the Havana breakup were final it would mean no further NARBA sessions, although the State Dept. was going on the assumption that they would be held. They are slated to get under way before Aug. 1, but it has been speculated that a later date may be necessary if Mexico is to be brought into the discussions.

Whether the U. S. would proceed with its tentative plans for bilateral NARBA negotiations with Mexico in event of failure at Havana could not be foretold. Some authorities felt a complete rift with Cuba would make early discussions with Mexico more imperative; others feared it would render negotiations with Mexico more difficult.

There was extensive hind-sight speculation as to possible causes of the conference's failure—if failure becomes a fact.

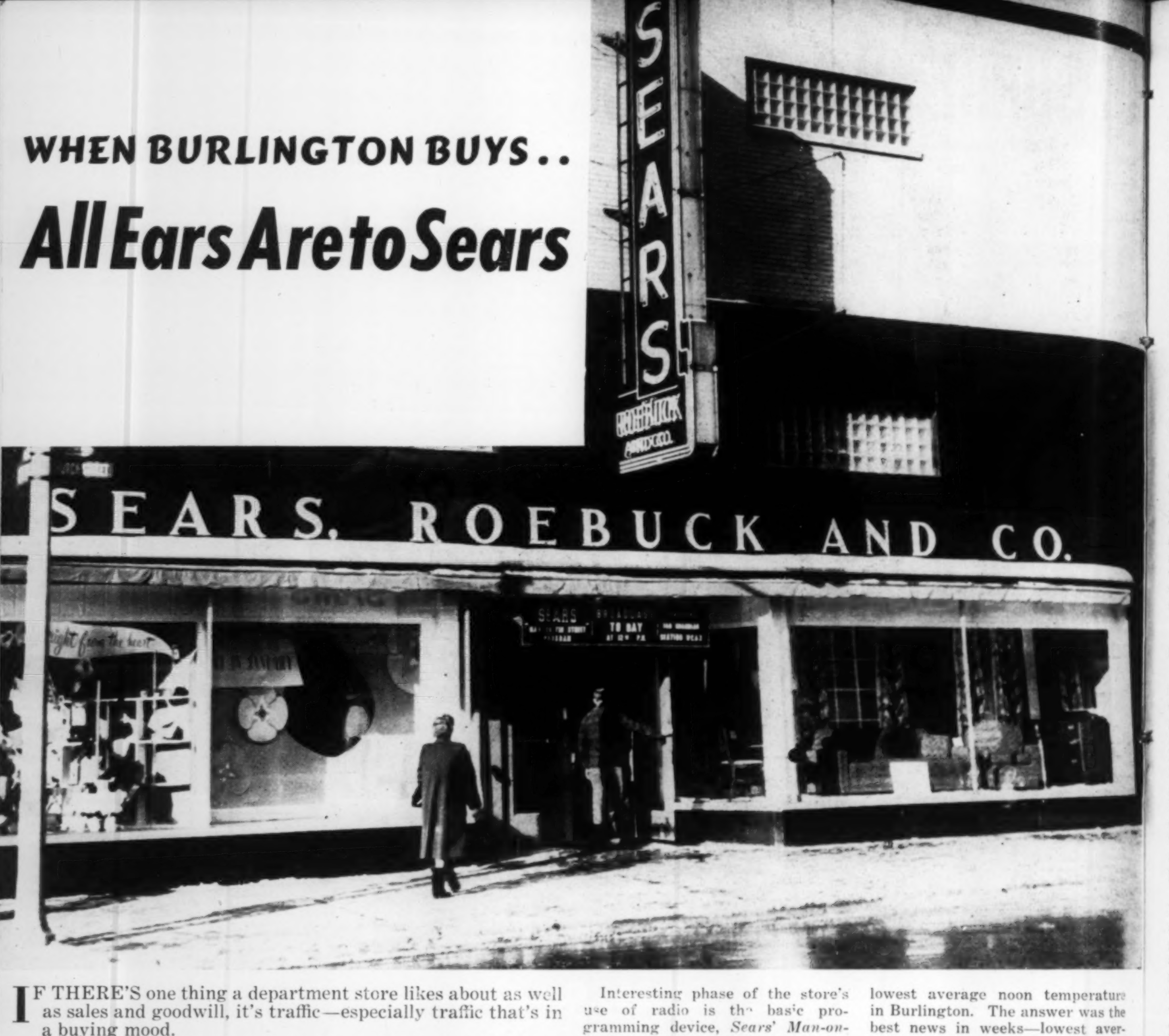
Some authorities contended a final agreement would have been assured if the U. S. had insisted that the tentative accord be signed at the time it was reached. The delay was occasioned by Comr. Hyde's recall to Washington at that time for further consultations.

But, it was pointed out, the purpose of his recall was to get reassurance that any U. S.-Cuban treaty would be subject to Senate ratification, for there had been widespread fear that the accord

(Continued on page 47)

WHEN BURLINGTON BUYS..

All Ears Are to Sears



IF THERE'S one thing a department store likes about as well as sales and goodwill, it's traffic—especially traffic that's in a buying mood.

The Burlington, Vt., branch of Sears, Roebuck & Co. is no exception to this retailing rule of thumb. As evidence, the branch can point to high recognition from the National Retail Dry Goods Assn. which last January awarded it first prize in the up-to-$5 million class for programs with general appeal.

This national recognition in retailing's annual radio competition wasn't the result of good luck or good guessing. On the contrary it was attained by careful planning and by the careful coordination of a broadcasting station — WCAX Burlington — and the store's management.

Business of Broadcasting

One of a Series

Though many stores like to use broadcast advertising for direct selling, Sears in Burlington has found the medium peculiarly successful as both an institutional and a merchandising weapon. For radio has sold everything from roses to radios, from pinking shears to Pilgrim shirts. Radio has pulled about 15% better than newspapers on a dollar-for-dollar advertising cost basis in the sale of a sports item, for example.

At present the store is spending about 40% more in radio than it did some years ago when it first took up the medium as a major sales and institutional weapon.

Interesting phase of the store's use of radio is the basic programming device, *Sears' Man-on-the-Street*. When the program was starting to roll nicely in the summer of 1947, cold, clammy chills scampered up and down the backs of the WCAX and Sears managements as an awful thought struck them. The thought: What chance has a sidewalk interviewer when Mother Nature doles out some of her choice specimens of New England winter?

* * *

THE WCAX commercial manager was elected chief worrier. The more he contemplated the rigors of approaching winter the more he shuddered at the awful things that could happen to a program that was developing into an advertiser's dream. One balmy night when all was quietly conducive to efficient worrying, the WCAX official had a storm all his own—a brainstorm.

Next morning he called the weatherman and asked for the lowest average noon temperature in Burlington. The answer was the best news in weeks—lowest average noon temperature in Burlington was 22 degrees, in February.

Anyone who has bucked a New England winter will scoff at 22 degrees — especially in Burlington. Armed with this vital statistic, WCAX easily persuaded the Sears management that the show could go through the winter.

And so it has—from 52-week contract to 52-week contract. Only once has the sidewalk interviewer been blown off the sidewalk and into the studio because of bad weather.

One other time there was an incident, but it wasn't a weather incident. About three months after the program made its debut, arrangements were made to cut a transcription to send to Sears' headquarters. The interviewer moved along stylishly up to the final interviewee, an employe of another department store who made the best of her forensic opportunity.

WCAX's Winner of an NRDGA Award Keeps the Listener in a Shopping Mood

SEARS and WCAX executives map radio promotion. L to r: Fred Carty, assistant manager, Sears, Roebuck & Co., Burlington; Roland H. Truedel, manager of the store; Tom Braine, WCAX commercial manager, and Evelyn Robb, advertising manager for Sears in Burlington.

* * *

These minor phases of a four-year schedule point up the successful side of *Sears' Man-on-the-Street*. One of the tests of an advertising schedule's success is its ability to produce a return. The current NRDGA contest has stressed sales results in contrast to the programming standards used in judging past competitions. The Burlington series has brought success in the form of program acceptance, sponsor identification and other institutional results, and specific item promotions.

Sears first opened a retail store in Burlington in 1938. This store was moving along nicely until a February 1940 fire. A year later a new store was opened on the main business street of Burlington.

The store's first use of radio occurred when WCAX was a 1 kw outlet. A disc show, *Housewives Prom*, was heard six mornings a week. The program was beamed at women and was supported by special seasonal promotions. It was successful, but was dropped when the featured disc jockey left town.

* * *

THE local manager has a lot of autonomy in the Sears organization. The Burlington manager is essentially a free agent, though guided by national advertising policies. He selects media with the help of the staff. The advertising manager operates on a budget, getting information from division heads. Operating on a commission override and bonus, division heads fight for their share of advertising and keep in close touch with media programs.

The Sears management in Burlington had long been sold on radio as an institutional medium and goodwill builder, promoting public acceptance, brand names and promotions. It had not been sold on the medium's active merchandising value in competition with newspapers.

Anxious to have a program the public would identify as "Sears' program," the store and WCAX finally came up with the idea of a man-on-the-street quiz program in front of the store. It was decided to try it three days a week, with the disc jockey show on alternate days, retaining the noon time because it would reach a general family audience.

Here are the initial objectives, mostly institutional:

To create goodwill toward Sears by giving the public an interesting program of people who are their neighbors, by giving the public a chance to be on the radio and a chance to win something.

To promote and keep the name Sears Roebuck dominant in the public mind.

To promote three essential Sears Roebuck slogans:

1—"Where you can find everything for yourself, your home and your car."
2—"Burlington's Most Complete Department Store."
3—"You certainly save when you shop at Sears."

To promote certain Sears services:

1—Sears Easy Credit Plan.
2—Sears Credit Coupon Plan. This is done by direct use on the program of Sears Credit Coupons as prizes.
3—Sears Catalog Dept.
4—Sears promotions. Store operation on 13-month calendar with promotion for each month. These are featured on the program when appropriate.
5—Sears friendly service.

To promote Sears brand names. All major lines have brand names. By using these as warm-up questions or by bringing them into the program frequently one of the most powerful effects of radio is utilized.

To create store traffic:

1—By drawing people to the entrance of Sears, Roebuck where the program is held.
2—By having the winners come into the store to use their credit coupons.
3—By telling people of Sears promotions.

The program caught on quickly. Its objectives broadened as Sears advertising staff, other employes, and WCAX came through with ideas.

The Radio Dept. manager, who was promoting wire recorders, suggested the broadcast be transcribed with participants invited in to hear their voices after the program. This was another traffic-getting device and provided a chance to promote the radio, wire-recorder brand name four or five times on the show without being obnoxious. Participants got an extra bang out of the recording. Many people went on the program just to hear their voices on the recorder.

An inexpensive key ring was adopted as a program souvenir and this "Key Keg" is a familiar trophy in Burlington. A special sign promoting the noon program was placed in front of the store.

In brief, everything was going well and the program was extended to five times a week.

Through this period Sears experimented with merchandising, but half-heartedly. WCAX kept stirring up the idea of advertising leading merchandise on the air and provided information on how to do it. Finally some surprising results on merchandising tests induced the store to change its policy and merchandising was added as a major objective of the broadcast series.

* * *

And what about results? Intimately familiar with this phase of the Sears series are the store's own executives. Roland H. Truedel, Burlington manager, described four types of results achieved through the program when he submitted his entry to NRDGA. Here is what he says about program acceptance and sponsor identification:

"We feel that a successful radio advertising campaign when using programs depends first on public acceptance of the program and second on sponsor identification. With these two requisites met, other objectives can be obtained. We know that the appeal of our program has not been limited to any age group or population segment. We have program acceptance and sponsor identification in the family audience which we set out to reach. We know this because:

"Nine out of ten people who are interviewed on the program know how the program works.

* * *

"THE program has consistently maintained the highest rating of any station in the area at that period though at the time it went on the air this period had a mediocre rating.

"Special groups of people from Montreal came 100 miles to Burlington this summer just to see and be on the program.

"This program is known and talked about not as the *Man-on-the-Street* program but *Sears' Man-on-the-Street* program, and we are convinced that it is a rare person in the WCAX listening area that doesn't know the program.

"And finally we know we have program acceptance and sponsor identification because we have checked the program within a year. The Burlington Sears, Roebuck management felt that it would help

(Continued on page 85)

* * *

FEB. 1, 1950, found Ted Chandler of WCAX handling the street stint before a group of interested shoppers. In background is Burt Dean, WCAX engineer.

RICHARDS PROBE MAY RECESS

Delay to Sept. Seen

POSSIBILITY that FCC's hearing on news policies of G. A. (Dick) Richards will be recessed this weekend until next September was reported last Friday in Los Angeles, where the controversial proceeding flared through its second week.

The recess would permit Examiner J. Fred Johnson Jr., conducting the hearing into charges that the owner of KMPC Los Angeles, WGAR Cleveland and WJR Detroit ordered news slanted, to return to Washington to assume his new administrative duties as FCC's chief hearing examiner on April 3. Night sessions formerly had been planned to expedite the proceeding.

Use of information in a supposedly confidential affidavit to FCC on a broadcast of Mrs. Eleanor Roosevelt and her daughter, Anna Roosevelt Boettiger, was brought out by Hugh Fulton, counsel for Mr. Richards, in cross-examination of former KMPC Newsman Robert Horn on Thursday.

Mr. Horn had testified earlier that when Mrs. Roosevelt was involved in an automobile accident Mr. Richards suggested it be insinuated on KMPC newscasts that she was intoxicated at the time.

Affidavits Sought

Mr. Fulton had requested FCC to produce original affidavits filed by Mr. Horn. Mr. Horn had refused to reveal their content on the ground that FCC promised they would be held as confidential. Then Mr. Fulton produced the Roosevelt broadcast script for March 9, 1949, which contained a reference to Mr. Horn's affidavit and the purported suggestion that intoxication be insinuated.

"There seems to have been a leak somewhere," Mr. Horn observed.

Examiner Johnson accordingly ordered Frederick W. Ford, FCC's chief counsel, to turn Mr. Horn's "confidential" affidavits over to Richards counsel for use in cross-examination.

Earlier Mr. Fulton had succeeded in getting permission to have William Kenneally, another former KMPC newscaster, read and identify more than 200 newscast scripts to ascertain whether he had broadcast them.

On direct examination by FCC counsel, Mr. Kenneally had testified that orders regarding news slanting were passed on to him, assertedly from Mr. Richards. Now news editor of KFMV Hollywood, he said Mr. Richards once told him to use a story because "the man's name is Jewish; all Jews are Communists."

Mr. Kenneally said he didn't use the story since it wasn't "important."

He said he had received various instructions from Clete Roberts, then KMPC director of public affairs, and George Lewin, then news editor, saying it was his understanding that certain persons were to be ignored, some crucified, and some treated well, in accordance with Mr. Richards' wishes.

He accused Mr. Richards of sometimes "altering" news items.

Other former KMPC newscasters testified in support of Mr. Roberts' earlier assertions that Mr. Richards gave definite instructions to emphasize unfavorable news concerning Jews, Negroes, the Roosevelt family, Henry Wallace, and the Democratic party, and to insert editorial opinions into newscasts.

Jack Gardner, now chief announcer of KLAC Hollywood, said he "ignored" a directive which he said was placed on the KMPC bulletin board ordering that Henry Wallace be referred to as "the pig boy."

Larry Thor, now CBS Hollywood announcer-newscaster, testified that when he was with KMPC Mr. Richards "gave me instructions on news on weekends," when he was the only one on duty. He said he asked that a buffer be set up between himself and Mr. Richards on weekends.

Tom Latimer Jr., now KLAC and KLAC-TV announcer, testified he "never received official instructions (on news policy) from the front office" while he was at KMPC, but said Mr. Richards instructed him to insert items from the *Examiner* into newscasts and to delete portions of stories. He said he remembered reading an *Examiner* editorial as straight news.

Mr. Horn, now disc m. c. of WIP and WPEN Philadelphia, and formerly newscaster of KMPC under the name of Bob Adams, declared he received definite instructions every day from Mr. Richards as to what should go on the station's news broadcasts.

Testifying as an FCC witness, he said: "There was no news editor at KMPC. The news editor was Mr. Richards all the way through."

When Mr. Ford asked why he followed Mr. Richards' instructions, the witness said:

"After all, Mr. Richards is the licensee of KMPC. It was his responsibility, not mine. I just worked there. It was a question of obeying or quitting or being fired."

As to his leaving KMPC, Mr. Horn said, "It was really quite simple. I felt I couldn't go along with the news policy any longer."

Pronunciation Cited

Pronunciation of the word "blonde" and assertion of his belief that the public can be influenced subconsciously by news broadcasts, highlighted testimony of Mr. Roberts under cross-examination Monday.

The former KMPC director of public affairs testified he had been ordered to pronounce "blonde" opprobriously in connection with Elliott Roosevelt's wife (actress Faye Emerson) in a broadcast.

Mr. Fulton demanded a transcription of the broadcast, made by Mr. Roberts, be introduced into the records. This was refused on the ground that FCC regulations prohibit transcriptions as records. A shorthand report was ordered taken.

Mr. Ford objected, contending that a voice inflection could not possibly become part of a written record. This prompted Defense Counsel Fulton to move that all of Mr. Roberts' direct testimony regarding his orders for "voice inflections" be stricken.

Mr. Roberts previously had testified that Mr. Richards ordered him to prepare the broadcast July 24, 1947, involving the financing of the huge $20 million wooden plane being built under a war contract by Howard Hughes. The KMPC news staff, Mr. Roberts stated, had been given instructions never to give Mr. Hughes favorable mention on the air.

Object of this broadcast, according to Mr. Roberts, was to raise question in listeners' minds about Mr. Hughes and to link his name with that of Elliott Roosevelt and his wife.

Script Recalled

Responding to previous questions, Mr. Roberts said he had a clear recollection that the Hughes script, when taken line by line, appeared to be "pretty accurate."

"Don't you agree," asked Mr. Fulton, "that Mr. Richards, with his background, and as owner of a radio station, has as much right to select the news as do you with your background and experience?"

"Yes," replied Mr. Roberts, "if

(Continued on page 54)

ABC FINANCES

Gross Income, Net Loss Increases

A NET loss of $519,085 for 1949 was reported last week by ABC in a financial statement for the year ending last Dec. 31.

In 1948 the company earned net income of $468,676.

The loss of $519,085 was recorded after the recovery of $327,000 in federal income taxes under carry-back provisions of the Internal Revenue Code.

Gross income for the year was up. In 1949 ABC grossed $40,267,488 as compared with $37,110,726.

But costs, depreciation and amortization were up too. In 1949 ABC operating and administrative expenses, commissions to advertising agencies, depreciation and amortization were $40,903,623. The figure was $36,240,640 in 1948.

Interest payments on the company's long-term indebtedness in 1949 were $224,404, compared with $161,056 in 1948.

The company's long-term debt totaled $6,441,592 at the end of 1949.

Coincidentally with the release of its financial statement, the company announced its annual stockholders' meeting would be held at its New York headquarters April 11 at 2 p.m.

The principal business at the meeting will be the election of directors. The re-election of all 10 members of the board was proposed.

In a proxy statement, the network disclosed that the stock interest of Edward J. Noble, chairman of the board and majority stockholder of the company, was unchanged in 1949.

Noble Holdings Intact

Mr. Noble owns 901,667 shares or 53.38% of the outstanding stock. Additionally 26,000 shares are owned by an unidentified member of his family and another 38,000 shares owned by the Edward John Noble Foundation, of which he is trustee. Mr. Noble, therefore, owns or controls 57.179% of the total of 1,689,017 shares of ABC common stock outstanding.

Salaries of top officers of ABC also were announced in the proxy statement.

Mark Woods, who last year became vice chairman of the board, was paid $75,000 in 1949—the same as in 1948.

Robert E. Kintner, who was elevated from the executive vice presidency to the presidency last year, was paid the same salary in 1949 as in 1948—$49,999.92.

The salary of Charles C. Barry, vice president in charge of programs, was officially reported for the first time. In 1949 Mr. Barry was paid $36,666.56, an increase of $7,916.60 over his remuneration for 1948.

C. Nicholas Priaulx, vice president and treasurer, received $27,499.92 in 1949 compared with $26,249.88 in 1948.

In a statement included in the financial report, Mr. Noble said:

> "Television operations continue to require heavy expenditures," Mr. Noble said, "and yet the cost of operations continues to run ahead of income. But the spread between costs and income is rapidly declining. Advertising appropriations for television are increasing as more and more receivers are installed.
>
> "When the freeze upon the construction of new stations is lifted, we anticipate that the growth of television advertising will be further accelerated by reason of the extension of television service to many important market areas which now lack it."

TO AIR BAM PLANS

Set for NAB Management Meet

PLANS to set up Broadcast Audience Measurement Inc. (BAM) as successor to Broadcast Measurement Bureau (BMB) will be submitted to the NAB Management Conference at Chicago April 17-19.

Dicsussion of the projected new industrywide corporation will take place during the Tuesday morning business meeting. By that time BAM's tripartite organizers — NAB, Assn. of National Advertisers and American Assn. of Advertising Agencies—are expected to have the project in shape for industry discussion.

As planned at the weekend, the BAM details will be presented to broadcasters by Kenneth H. Baker, BMB acting president and NAB research director on leave; Lowry H. Crites, media director of General Mills, representing ANA, and Linnea J. Nelson, chief timebuyer of J. Walter Thompson Co., representing AAAA.

Already the NAB board has approved the BAM idea, which is based on $1 million capitalization, with assets of BMB absorbed. Incorporators would include nine broadcasters and six agency and advertiser representatives. BAM board representation would be based on a similar ratio [BROADCASTING, March 20].

Voting Formula

NAB headquarters officials were working late last week on a formula to cover delegate voting during the Tuesday morning business session at Chicago. This formula would apply to any motions submitted during the business session and to the resolutions. It would be designed to avoid any confusion in actual voting and would be based on certification forms by which each member station could cast its vote.

Members of the Convention Resolutions Committee were appointed last week. They include: Paul W. Morency, WTIC Hartford, chairman; F. C. Sowell, WLAC Nashville; G. Richard Shafto, WIS Columbia, S. C.; Melvin Drake, WDGY Minneapolis; C. L. Thomas, KXOK St. Louis; H. Quenton Cox, KGW Portland, Ore.; Henry P. Johnston, WSGN Birmingham; Lee Little, KTUC Tucson, Ariz.; Campbell Arnoux, WTAR Norfolk, Va.

At the weekend there appeared to be considerable doubt that an employe-employer relations session would be held during the Management Conference. As originally conceived, this session would have included several union officials prominent in broadcast labor relations, including James C. Petrillo, AFM president [CLOSED CIRCUIT, March 20].

The final Management Conference session will be held Wednesday morning, April 19. It will deal only with television, as was the case a year ago. NAB's TV membership is now near the two-score mark, with hundreds of broadcast station operators interested in television's growth and its problems.

This TV agenda is not yet completed. Definitely scheduled thus far are Eugene S. Thomas, WOIC (TV) Washington, recently reelected as one of the two NAB directors-at-large for television; Dave Garroway, m. c. of the NBC-TV program *Garroway at Large*, and the *Kukla, Fran and Ollie* cast. Robert D. Swezey, WDSU-TV New Orleans, NAB's other TV director-at-large, is expected to take part.

Reservations for hotel space at the Stevens Hotel were coming in at normal rate last week, it was indicated. Plans of the networks for convention participation are not complete. CBS does not plan to send its top-flight executives, the network told BROADCASTING, but will be represented by station relations officials. ABC will be there as usual but MBS and NBC have not reached any decision on their plans. Networks now participate as associate rather than active members of NAB.

JUDGE MILLER
SID HIX

Drawn for BROADCASTING by Sid Hix

"He says he heard we are looking for a field director!"

Programs for two satellite meetings are about complete. The second annual Independent's Day will be held Sunday, April 16. The FM meeting will be held the following morning, prior to the formal opening of the Management Conference at luncheon.

Independent's Meet

The independent meeting will be in charge of Lee W. Jacobs, KBKR Baker, Ore., chairman of the Unaffiliated Stations Committee. Ted Cott, WNEW New York, former committee chairman, is program consultant for the all-day meeting. Morning speakers include Dr. Sydney Roslow, president of The Pulse Inc., speaking on the out-of-home audience, followed by discussion of selling this audience. Mail order business will be taken up by Cecil Hoge, of Huber-Hoge Inc., New York agency, and Ralph Weil, WOV New York.

NAB president Justin Miller will preside at the independent's luncheon, with Edgar Kobak, business consultant and former MBS president, speaking on "Challenge Is Spelled O-P-P-O-R-T-U-N-I-T-Y." Mr. Kobak is a NAB board member-elect for small stations.

The afternoon agenda includes, in addition to features previously

(Continued on page 53)

FCC BUDGET

Bill Would Cut Operating Funds

FCC'S EFFECTIVE operating budget for 1950-51 would be cut an estimated $227,000 below this year's under an omnibus appropriations bill reported to the House last week, even though its overall appropriation would be almost identical with this year's.

The bill would give FCC $6,600,000—exactly the same as this year—plus $25,000 for employment of outside consultants to help plan the staff reorganization program now under way [BROADCASTING, March 13, 20]. The total is $287,000 below President Truman's budget estimates.

The "cut" represented in the bill stems from the fact that out of its 1950-51 appropriation FCC would have to absorb salary and per diem increases provided by Congress in 1949. On the present basis of 1,340 jobs, these increases would take about $227,000 of the total. The number of jobs probably would have to be reduced to about 1,260.

Whether FCC would utilize the $25,000 appropriation for outside consultants has not been determined. The appropriations committee suggested that it do so, during the agency's budget hearings.

Meanwhile a bill may be submitted for a supplemental appropriation of $137,000 for the current year, to cover increased salaries and per diem allowances up to June 30.

The appropriations committee also expressed hope for an acceleration of FCC's work on the processing of applications and on hearings. To this end the bill restores language permitting the agency to spend funds for such purposes "without regard to the apportionment of funds required by the act of Feb. 27, 1906."

Wide Scope

The measure sent to the House lumped together all appropriations for government operation. Under the bill, the State Dept. suffered a deep cut in the requested budget for its international information and educational activities, which includes the Voice of America. A total of $34 million was recommended by the committee, a paring of $2,645,000.

However, the overall figure comes close to State's present sum alloted for the information program. Moreover, the Voice broadcasting program would suffer nothing by reduced appropriation. According to the committee: "The reduction recommended is not to apply in any respect to the proposed program for radio broadcasting."

The committee warned, however, that some savings could be made by Voice "by printing a more modest pamphlet in connection with the Voice of America programs. The present elaborate booklet containing Voice of America personalities and the like is unnecessary."

An unexpected pat on the back for Voice was given by the committee. Although the House group found "an unusually high amount for supervision, direction and planning, the committee recognizes some necessity . . . in an operation of this type . . ." Reservedly, the commtitee added, "a sizable decrease can be effected in this field without impairing productivity . . ."

Also suffering a cut from the Budget Bureau estimate was the FTC which would receive $3,866,695. While this figure represents a reduction of $358,305 from President Truman's request, it also shows an increase of $216,695 more than its 1950 authorization. Major increases in the money recommended were for the hiring of personnel for anti-monopoly legal case work, the committee said.

Here's the Sensational

LOW-PRICED WESTERN

That Should Be On Your Station!

MODEL DAIRY REPORTS...

300% SALES INCREASE WITH "CISCO KID"

SENSATIONAL PROMOTION CAMPAIGN

. . . From buttons to guns —is breaking traffic records!

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

Model Dairy, of Owensboro, Kentucky, hired "Cisco Kid" as a milk-products salesman. Against tough competition—in three months—their sales showed a 300% increase! "Cisco Kid's" merchandising program pulled over 7,000 requests for Model Dairy in a few weeks' time! Dealers phoned . . . demanding Model Dairy milk! Youngsters crowded the company's office for "Cisco Kid" giveaways.

"Cisco Kid" can do a great selling job for your sponsor. Write, wire, or phone for details. It's a *TERRIFIC* story!

FREDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD • CINCINNATI 6, OHIO

NEW YORK HOLLYWOOD

NIELSEN'S CLIENTS

59 Sign Since Hooper Deal

CONTRACTS for national NRI services have been received from 59 agencies, advertisers, stations, artists and program producers previously using Program Hooperatings, Arthur C. Nielsen, president of A. C. Nielsen Co., reported Thursday. Mr. Nielsen emphasized that the contracts do not include those companies who were previously buying from both Nielsen and Hooper.

"On a dollar basis, this includes 71% of the total, and this percentage is almost identical for each of the principal types of customers," Mr. Nielsen said. "Agreements have been signed by all but eight of the Hooper-subscribing agencies who handle one or more network programs."

The head of NRI called the response "prompt, enthusiastic, and most gratifying."

"Confidence in the future of network radio is clearly proved not only by the steady stream of contracts but by the strong tendency to elect commitments covering two years or more," he said. "Even those companies who currently have no network programs on the air have been quick to recognize the importance of keeping close watch on radio and television trends by acquiring our services."

Mr. Nielsen also disclosed that (1) contracts have been signed by 12 organizations who are not currently sponsoring or handling any network radio programs; (2) Orders for Pacific Nielsen-Ratings have come from many agencies and advertisers, in addition to two of the four networks; (3) Positive assurances have been received from many others that their orders for various NRI services are on the way.

No Alterations

Mr. Nielsen noted that TV Network Hooper Ratings are not included in the report because, aside from the change to Nielsen ownership, there have been no alterations in the form of service rendered, and hence no need for new contractual arrangements with customers. It is expected that this condition will continue until next fall when the Nielsen company expects to have enough Audimeters available to permit use of the electronic recorder technique in the production of national network TV service.

"These computations of radio subscribers," said Mr. Nielsen, "include not only those who have contracted for Nielsen ratings (the Pocket Reports) but others who have elected to buy the complete form of NRI services. The latter group will be increased substantially as our representatives have time to contact the new subscribers and explain the advantages of this more comprehensive type of service, which has been used for years by about 50 of the leading agencies and advertisers and all four of the national networks. Due to the short time which has elapsed since our acquisition of Hooper's network services, the bulk of the recent orders has been received by mail."

The NRI president believes that the record of subscribers "provides eloquent proof of the high esteem with which NRI is regarded by the radio industry."

"It is already obvious that, when all of the 'ballots' have been counted, substantially 100% of the industry will be solidly behind this service. To us, this means that thorough research, soundly conducted, is appreciated by this industry, just as the same quality of research has always been appreciated by the other great industries served by our company."

Mr. Nielsen disclosed that, for the benefit of all NRI subscribers, a special Pocket Report has just been issued giving a concise record of Nielsen-Ratings for every sponsored network program during the past 10 months.

NBC CHICAGO

Realignment Made

NBC Chicago's personnel shakedown over the past few weeks came to its final stage last week with announcement of complete realignment in staffs of WMAQ, WMAQ-FM and WNBQ (TV), by I. E. Showerman, NBC vice president in charge of the network's Chicago operations.

John F. Whalley, former business manager, becomes comptroller, responsible for accounting, financial, personnel, office services and labor relations. William Ray, present chief of the news and special events staff, continues in that capacity and also heads the press and public affairs departments. Leonard Anderson, former personnel manager, was named manager of integrated services.

The new lineup, recommended by Booz, Allen and Hamilton, efficiency experts, closely parallels that of NBC M and O operations in Washington and New York.

NBC Stops ABC Music

AN NBC station manager, Charles E. Denny of WERC Erie, Pa., stopped the music on Bert Parks' ABC program of the same name last week. Called during the program Mr. Denny answered the phone with: "This is really going to stop the music. In fact it may even kill you." He explained that he was manager of an NBC station. Mr. Parks carried on manfully and the NBC manager named the tune to win a small prize. Name of the jackpot tune eluded him.

THIS WEEK,

"THE EARLY BIRDS"

are celebrating

20 YEARS

ON WFAA-820 DALLAS

Radio's oldest breakfast-time show (7:15-8:00 a.m., Monday through Saturday) has **MORE LISTENERS** than ever—is doing an unparalleled **SELLING** job for

Earl Hayes Chevrolet Company (six quarter hours weekly), The Mennen Company, Morton Foods, and Red Arrow Drugs (each three quarter hours weekly). Chap Stick and Chapans, Birds Eye Foods, Vitalis, Nob-Hill Coffee, Anacin Tablets, Republic National Bank, Gold Tip Gum, B & B Cafe, and General Electric Company use participating announcements.

●

And soon—WFAA-TV! WFAA now owns KBTV, Dallas, and plans to present television in the traditional WFAA manner!

WFAA

and WFAA FM

Martin B. Campbell, General Manager

820 KC · NBC · 570 KC · ABC

TEXAS QUALITY NETWORK

Radio Service of the DALLAS MORNING NEWS

Represented Nationally by Edward Petry and Company

'LIGHTNING' STRUCK

'New Era' Hits Film

ATTEMPT by a newspaper to make the industry promotion film "Lightning That Talks" backfire against radio developed in Hopkinsville, Ky., when F. E. Lackey, president of WHOP Hopkinsville, showed the promotion picture to a local group.

Less than a fortnight after the March 6 Hopkinsville showing, described as the first of its type, the local *Kentucky New Era* ran a large display ad captioned "Lightning That Double Talks."

In its ad the newspaper said that Victor M. Ratner, formerly of CBS who was active in producing the film, had joined R. H. Macy & Co., "the world's largest store in dollar volume." The ad quoted from a magazine interview in which Mr. Ratner is said to have declared he will re-examine Macy's media policy. "In the comparatively short time I have been at Macy's, I have acquired a very healthy respect for the kind of jobs newspapers do," Mr. Ratner was quoted as saying, with examples cited of effective newspaper selling.

Newspaper Pitch

The newspaper's copy winds up with a pitch for the power of the printed medium.

Mr. Lackey wrote Mr. Ratner that he had been informed by Maurice B. Mitchell, director of Broadcast Advertising Bureau, that the picture "was to be a positive selling argument for radio and not a competitive type picture." On the basis of the statement by Mr. Mitchell, we scheduled the showing and invited the publishers of the newspaper to attend. Fortunately, they did not come, since the portion of the picture in which Mr. Mitchell attacked the selling job of newspapers, and made comparisons of results, would serve only to have embarrassed them before a large gathering of our common advertisers.

"Since the showing of the film, the publishers of the paper have taken the attitude that the radio station has started a campaign to low-rate the effectiveness of newspaper advertising. This, we have no intention of doing."

Harry C. Butcher, owner of KIST Santa Barbara, Calif., declared that the All-Radio film met generally favorable reaction at a local showing, "with some spontaneous laughter at various bits of humor. There was somewhat more than perfunctory applause when the picture was finished. It is definitely too long. Luncheon clubs only have 30 minutes for speaker or film; this one runs 40 minutes.

"Of the 75 in attendance, 31 left written comment. Of these, there were a half-dozen rather unfavorable criticisms, the remainder commendatory to enthusiastic. On balance, I think the film is helpful, but still not as good as those show-business ought to produce to advertise itself.

One local businessman said, "Radio today was promoted by mail, newspaper, phone call, personal speech and moving pictures, yet the picture itself says radio alone is enough—a self-contradiction. Granted radio is the ham, why deny the value of bread in making a sandwich?"

Another viewer liked the case histories and suggested the film explain and sell radio programming, describing the competitive newspaper material as "juvenile."

Others criticized anti-newspaper material; called the music "too loud"; "well done" but needed more statistics; "too disjointed, get in glamor girls"; opening part of Benjamin Franklin flying kite etc. "very impressive and dramatic"; "picture dragged in too many spots and illustrations were too vague"; "fails to project the sales thunder of which the voice of broadcasting should be capable."

RADIO'S FUTURE

Healthy Outlook—Gittinger

WILLIAM C. GITTINGER, CBS vice president and assistant to the president, last week predicted a healthy future for radio, despite the growth of television.

Mr. Gittinger

In an address entitled "Radio Is Here to Stay" before the Cleveland (Ohio) Advertising Club, Mr. Gittinger said that "television doesn't need to hurt any other medium . . . that the American people are ready and big enough in numbers to swallow up another big entertainment and advertising medium without harming or discarding the existing ones."

Citing the fact that CBS in 1949 again increased its radio billings over the year before, Mr. Gittinger said that radio will continue to grow and that "it is going to take an awfully long time to cut down radio's tremendous size."

In regard to advertising, Mr. Gittinger said: "Television will bring new advertisers into the field—advertisers who never used radio."

RAZOR BLADES BY THE MILLIONS

•

See Centerspread This Issue

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

MARS ACCOUNT

Names Burnett Agency

MARS INC., Chicago candy manufacturing firm, last week named Leo Burnett Agency, same city, to handle its million-dollar-plus advertising account effective April 1. Grant Advertising, also Chicago, has serviced the account since 1938.

Ralph Ellis, who has been executive on the Mars account at Grant for the past five and one-half years, moves to Burnett today (Monday) in a similar capacity. For three years during the war he was administrative officer in the midwest for the Office of Defense Transportation. Mr. Ellis was assistant merchandise manager of Dennison Mfg. Co. (paper products), Framingham, Mass., for six years before the war.

Media Plans Discussed

Although media plans have not been discussed in detail, and probably will not be set for several weeks, it is expected Mars will use both radio and television. It entered TV for the first time last September with sponsorship of a segment of *Howdy Doody* on NBC-TV. Strong in radio in the past, Mars has sponsored *Dr. I. Q.*, *Dr. I. Q. Jr.*, and *Curtain Time*. The last show is being dropped on NBC-AM the end of this month.

V. H. Gies, Mars advertising and sales director, in making the official announcement, said the account was resigned by Grant "several months ago" but announcement was delayed until the firm appointed a new agent. Several Chicago firms made presentations to Mars.

FCC Actions

TWO new AM stations and two FM stations approved by FCC last week. Three existing AM stations awarded improved facilities. Five transfers of ownership approved and three AM, one TV and two FM permits were deleted. For details of these and other FCC actions see FCC Roundup on page 84 and Actions of the FCC on page 76

AMERICAN RADIO sales techniques interest Miss Fuji Egami (r), chief, Women's Division, Broadcasting Corp. of Japan, as Bette Doolittle, executive secretary, Assn. of Women Broadcasters, shows her the BAB brochure, "Radio's Feminine Touch." Miss Egami is studying basic concepts of democracy and will report on her U. S. tour to Gen. Douglas MacArthur.

* * *

AWB MEETING

In Cleveland June 1-3

SEVENTH annual convention of NAB's Assn. of Women Broadcasters will be held June 1-3 at the Hotel Cleveland, in Cleveland, according to Bette Doolittle, AWB executive secretary, and Eleanor Hanson, WHK Cleveland, convention chairman. AWB's Standing Committee will meet June 4, day after the convention closes.

Convention theme this year will be built around the brochure "Radio's Feminine Touch," prepared by NAB's Broadcast Advertising Bureau. The elaborate 32-page sales manual for women's programs will be supported by a companion directory listing women broadcasters' programs.

BAB Brochure

The BAB brochure was prepared with cooperation of Lee Hart, on leave as BAB assistant director, and Miss Doolittle. The convention program will utilize the BAB material to show how women's programs can be sold and merchandized.

Anticipated attendance at the convention will be around 400, according to Miss Doolittle. The agenda, along with speakers and panel discussions, are being drawn up and will be announced in the near future.

SUBSCRIBING STATIONS REPORT NEW PROGRAM

"LUCKY SOCIAL SECURITY NUMBERS *Sensational Success!*"

NEW STATION PROMOTION SWEEPS COUNTRY IN TWO SHORT WEEKS. READ ALL ABOUT IT!

From San Diego to Rutland . . . from Ann Arbor to Dallas! By phone . . . by wire . . . requests are pouring in for the new "Lucky Social Security Numbers" exclusive contracts. In two weeks the idea has caught on fire all over the place. But this story is not concerned with telling of how many stations bought the idea . . .

BUT IN THE INSTANTANEOUS RESULTS THE PROGRAM IDEA HAS BROUGHT TO SUBSCRIBING STATIONS!

In the box over at the right we've taken a few case histories at random. Read them carefully. Can you use that kind of selling tool? Does your Hooper need a boost up? Have you got time you haven't been able to sell? Check the stations that are already using the plan. If your area is open . . . right this second send your wire reserving the franchise for your station. Graduated cost makes it easy to introduce into your market at nominal expense.

HOW IT WORKS

We furnish you with ten numbers a day, one for each five minute newscast (or any other schedule that fits your needs). Whenever the number read out over the air matches the Social Security Number of the listener ***WE SEND YOU*** a $100 cash prize to pay the lucky listener.

for contracts

WIRE: AZRAEL ADVERTISING AGENCY

1000 NORTH CHARLES STREET • BALTIMORE 1, MD.

READ THESE AMAZING SALES RESULTS BY HAPPY STATIONS!

1. "93 new accounts approved and signed up in a week with this show."—*WKAX, Birmingham, Ala.*
2. "One sponsor reports he sold 3 cars in two days . . . 2 new Mercuries and a used car. Averaging 5 good prospects a day."—*WBBB, Burlington, N. C.*
3. "Sold out 10 new programs a day across the board on this idea by the time "LUCKY SOCIAL SECURITY NUMBERS' show hit the air."—*WIKY, Evansville, Indiana.*
4. "Most sensational thing in St. Louis radio . . . since Man from Mars incident."—*KSTL, St. Louis, Mo.*
5. "Tripled our weekday Hooper. Quadrupled for Sundays."—*WBMD, Baltimore, Md.*
6. "Life is wonderful! We had our first winner today. The excitement made everyone feel grand!"—*WRIB, Providence, R. I.*
7. "Had a winner on our first day, first number! Wonderful publicity."—*KFGO, Fargo, N. D.*
8. "Sold out before we went on the air."—*WKMH, Dearborn, Mich.*
9. "30 programs per week sold in two weeks."—*WICC, Bridgeport, Conn.*

Stations already using program as of March 20th 2 P. M. and they're coming in hourly:

WAEB—Allentown, Pennsylvania
WBMD—Baltimore, Maryland
WKAX—Birmingham, Alabama
WICC—Bridgeport, Connecticut
WSRS—Cleveland, Ohio
WCUM—Cumberland, Maryland
WJOB—Hammond, Indiana
WRIB—Providence, Rhode Island
WLEE—Richmond, Virginia
KSTL—St. Louis, Missouri
WWSO—Springfield, Ohio
KFMJ—Tulsa, Oklahoma
WIKY—Evansville, Indiana
WBBB—Burlington, N. C.
WIBB—Macon, Georgia
WIBG—Philadelphia, Pennsylvania
KFGO—Fargo, North Dakota
WVOT—Wilson, North Carolina
WKMH—Dearborn, Michigan
WLEA—Hornell, New York
WQXI—Atlanta, Georgia
WPDQ—Jacksonville, Florida
WRJN—Racine, Wisconsin
WERC—Erie, Pennsylvania
WTOB—Winston-Salem, N. C.
WVCG—Coral Gables, Florida
WING—Dayton, Ohio
WMRC—Greenville, South Carolina
WWBZ—Vineland, New Jersey
WDXI—Jackson, Tennessee
WILM—Wilmington, Delaware
WTNJ—Trenton, New Jersey
KVOC—Casper, Wyoming
KTOP—Topeka, Kansas
WHRV—Ann Arbor, Michigan
KSON—San Diego, California
WGBG—Greensboro, North Carolina
WMFT—Florence, Alabama
WDEF—Chattanooga, Tennessee
KAUS—Austin, Minnesota
KSMN—Mason City, Iowa
WWOD—Lynchburg, Virginia
WTOM—Bloomington, Indiana

If you see anybody you know on the list—call him up and ask him all about it.

CUTTING of cake, miniature of New York office building where new offices of Philip Morris are located, is attended by (l to r): Niles Trammell, NBC board chmn.; O. Parker McComas, pres., Philip Morris; William S. Paley, CBS board chmn.; Frank White, MBS pres., and Robert Kintner, ABC pres.

GENE TIBBETT, gen. mgr., WLOX Biloxi, Miss., is crowned king of one of the carnival balls during Mardi Gras season in Biloxi. With him is his queen, Mrs. Pentecost, civic leader and manager of Beauvoir, Jefferson Davis Shrine.

REX ALLEN (l), new CBS star, receives a warm welcome as he arrives in Denver for a personal appearance tour of the city. Greeting him are Ken White (center), *Denver Post* radio editor, and Hugh B. Terry, KLZ Denver v. p.-gen. mgr.

OPENING broadcast of *Breakfast at the Claridge* on KSTL St. Louis brings congratulations of William E. Ware (center), KSTL president and general manager, to Ernie Simons (l), general manager of Hotel Claridge. Bob Rector (r) is m. c. of hour-long program aired Monday through Friday.

AMERICAN Legion citation for outstanding production of notable Americanism programs is presented to WJR Detroit by Ralph Rowland (r), commander of Alger Legion Post, Detroit. The citation is accepted for the station by William Siebert, WJR director and secretary-treasurer.

JACK STERLING (l), WCBS New York star, at wheel of old whaling ship at Mystic, Conn., Marine Museum, gets helping hand from Duncan Henderson (c), of Durham-Enders Razor Corp., sponsor of Sterling show, and Thomas Hawley, WCBS acct. exec. Looking on are Duncan Henderson Jr. and L. Bigby, of museum.

IT's time out to sample the product as George U. Donlop (l), vice president in charge of sales for Luden's Inc., pays a visit backstage at CBS' *Sing It Again* program. With Mr. Donlop is Dan Seymour, m. c. of the show. The Luden organization has been one of the program's sponsors.

CAB MEET

16th Annual Session Opens Today

ROYAL Commission on Broadcasting, increased Canadian advertising agency commissions, standard rate book policy, television and selling are topics which constitute highlights of the 16th annual meeting of the Canadian Assn. of Broadcasters being held this week (March 27-30) at the General Brock Hotel, Niagara Falls, Ont.

The only morning session scheduled is for today and includes reports by CAB Board Chairman William Guild, CJOC Lethbridge, Alta.; election of directors for 1950-51; reports by T. J. Allard, CAB general manager, and Pat Freeman, CAB sales director, and a special meeting to amend the CAB charter.

Today's afternoon business is devoted to items of internal business, date and place of 1951 annual meeting, discussion on standard rate book policy, report and discussion on Royal Commission on Broadcasting and the presentation to be made at the final sitting of the Royal Commission at Ottawa in mid-April.

Tuesday, the annual meeting of the Bureau of Broadcast Measurement will be held under BBM President L. E. Phenner, followed by a luncheon address by Don Henshaw, account executive of MacLaren Adv. Agency, Toronto. Other business will include a discussion on an advertising agency request for increased commissions and resolutions regarding selling and rate policies. The annual CAB dinner will be addressed by Dr. Robert Stanforth, North American consultant for UNESCO.

Wednesday business will include a television forum with Sam Cuff, TV consultant, New York, as speaker, and Malcolm Neill, CFNB Fredericton, N. B., as chairman. There will be a question period and general discussion on ideas submitted by CAB stations, under the chairmanship of Ken Soble, CHML Hamilton, Ont.

International Panel

A panel discussion, "Information, Please," follows under the chairmanship of Vic George, CFCF Montreal, with an international panel of experts, including:

W. D. Byles, Young & Rubicam, Toronto; Carleton Harte, Procter & Gamble, Toronto; Wilf Dipple, Radio Representatives, Montreal; Ruth Jones, Benton & Bowles, New York; Joe Weed, Weed & Co., New York; Bob Campbell, J. Walter Thompson Co., Toronto, and Guy F. Herbert, All-Canada Radio Facilities, Toronto.

Thursday, the NAB film, "Lightning That Talks," will be shown for a Canadian preview, followed in the afternoon by a talk by Maurice Mitchell, director of NAB's Broadcast Advertising Bureau.

Also planned for the meet is a trip to inspect WBEN-TV Buffalo with RCA-Victor as host. A number of equipment firms also will have exhibits.

CBS BASEBALL

Mull Sat. Time for Dodgers

CBS LAST WEEK was sounding out its affiliates with a view to clearing time for Saturday coverage of Brooklyn National League baseball broadcasts this season.

John Derr, associate news director, told BROADCASTING "if we can obtain satisfactory clearance from our stations," the network may enter an agreement with the Brooklyn baseball club for Dodger home games this coming season.

Though not actively engaged in trying to sell the series of games, CBS has had "exploratory" discussions with both the Dodger management and General Foods (Post Cereal Div.), Mr. Derr said. Other advertisers likewise have expressed interest in the broadcasts since the formal discussions began early last month, he added.

General Foods Buys

General Foods will alternate sponsorship on WMGM New York of all Brooklyn games with F&M Schaefer Brewing Co. this season. "Red" Barber, Connie Desmond and Vince Scully are set to handle announcing chores.

Any deal by CBS probably would revolve around General Foods as the advertiser, Mr. Derr said, with Mr. Barber or Mr. Desmond giving play-by-play. Mr. Barber also is CBS sports director. If he handles the CBS chores, Mr. Desmond would take over for WMGM, Mr. Derr speculated. Coverage would include 18 or 20 games, he added.

Liberty Broadcasting System already has contracted for a portion of Dodgers' games as part of its National and American League baseball coverage. MBS also will carry American and some National League contests [BROADCASTING; Feb. 27]. Meanwhile, WMGM added 14 exhibition games to its regular Dodger baseball slate. Station began broadcasts March 12.

AGENCY CHOOSING

Book Advises Advertisers

SO YOU'RE GOING TO CHOOSE AN ADVERTISING AGENCY. By James Thomas Chirurg. New York: Funk & Wagnalls Co. 107 pp. $3.

IN this volume, one of the *Printers' Ink* Business Bookshelf series, James T. Chirurg, owner of his own advertising agency since 1933, gives potential agency clients definite yardsticks, not only for judging agency operations in general, but also for determining different types of agencies (small, large, general, specialized).

He also evaluates work within specific departments (research, copy, art, media, production) and presents questionnaires to help the client get exactly the information needed, and to pin down claims an agency may make.

XUM

transit radio

Reach them . . . Sell them . . . ON THEIR WAY TO BUY!

Bound for town and Bound to BUY

☆

TRANSIT RADIO IS AVAILABLE IN ALL THESE MARKETS
(and coming soon in scores of others):

Allentown, Pa. WFMZ
Baltimore, Md. WMAR-FM
Bradbury Heights, Md. WBUZ
(and suburbs of Washington, D. C.)
Cincinnati, Ohio WCTS
(and Covington, Ky.)
Des Moines, Ia. KCBC-FM
Evansville, Ind. WMLL
Flint, Mich. WAJL-FM
Houston, Tex. KPRC-FM
Huntington, W. Va. WPLH-FM
Jacksonville, Fla. WJHP
Kansas City, Mo. KCMO-FM
Omaha, Neb. KBON-FM
Pittsburgh, Pa. WKJF
St. Louis, Mo. KXOK-FM
Tacoma, Wash. KTNT
Topeka, Kans. WIBW-FM
Washington, D.C. WWDC-FM
Wilkes-Barre, Pa. WIZZ
Worcester, Mass. WGTR-FM

☆

SELL YOUR PROSPECTS *IN TRANSIT*--- WHEN THEY ARE ABLE AND READY TO BUY---CLOSE TO POINT OF PURCHASE!

THE remarkable sales increases National Advertisers are getting from Transit Radio* are the result of several sound, basic advertising advantages:

1. **Your prospects are actually *in transit*—on their way to buy!**
2. **Listeners can act *within minutes* of hearing *your* commercial.**
3. **You get a counted, selective audience, of known dimensions and characteristics, at an attractively low rate.**
4. **Transit Radio is completely flexible; can exactly fit the campaign precisely to *your* needs.**

IN HOUSTON, for example, Transit Radio not only delivers the 420,000 Houstonians who ride Houston Transit Co. buses every day, but includes *all* the passengers of *all* the "Shopper Special" buses serving the busy downtown retail business section. *Every* product has distribution there! Most products, too, have distribution in the thousands of neighborhood drug, food and other stores — handy to every transit stop. So, coming or going, bound for town or homeward bound, your Transit Radio commercial reaches a guaranteed, receptive audience, in a mood to buy, in position to *buy now!*

*Want documented, sales-audited proof? Then phone or write to:

TRANSIT RADIO, Inc., National Representatives

NEW YORK 17, N. Y.
250 Park Avenue
Mu. H. 8-3780

CHICAGO 1, ILL.
35 E. Wacker Dr.
Fin. 6-4281

CINCINNATI, OHIO
Union Trust Building
Dunbar 7775

KPRC fm

transit radio
HOUSTON

KPRC-FM — HOUSTON, TEXAS, Affiliated with The Houston Post, NBC and TQN. Jack Harris, Gen. Mgr. Robert J. Meade, Station Mgr.

HOUSTON SALES:
Lamar Hotel
FA-7101

DALLAS SALES:
1714 M & W Tower Bldg.
Re. 5663

On the dotted line . . . . .

CONTRACT for *Spotlight on Sports* on WJBC Bloomington, Ill., featuring Sportscaster Gus Grebe (2d r), is set by (l to r) John Burrell, district mgr., Phillips 66 Petroleum Co.; Ronnie Lung, division mgr., C. W. Frey & Sons Inc., Phillips distributor, sponsor; Mr. Grebe, and Paul Collin, WJBC acct. exec.

WITH a handshake, Ken Church (l), gen. mgr., WIBC Indianapolis, Ind., and Hassil Schenck, pres., Indiana Farm Bureau, mark bureau's renewal for seventh year of sponsorship of WIBC news. Looking on are Glenn Sample (l), bureau information dir.; Gordon Graham, WIBC newsman sponsored by bureau.

SPONSORSHIP of dramatic series *Escape* on CBS eastern network by Richfield Oil Co. of New York, is arranged by (l to r) John J. Karol, CBS sales mgr.; Ben W. Pollack, advertising-sales promotion dir., Richfield, and L. B. Van Doren, v. p.-acct. exec., Morey, Humm & Johnstone Agency.

CONTRACT giving KVER Albuquerque, N. M., exclusive rights to air baseball games of Albuquerque Dukes is set by L. N. McCullough (seated), partner, Broadway Lumber Co., sponsor. With him are William T. Kemp (l), KVER pres., and Herbert Fitch, Fitch Adv. Agency.

DISCUSSING the news after S&C Motors, San Francisco Ford dealers, arranged contract to sponsor 7:15 a.m. newscast on KGO San Francisco, are (l to r) Al Schlesinger, president, S&C Motors; Les Lutz, Ford dealer head for North California, East Nevada and Hawaii, and Tony Morse, KGO newscaster.

FRANK KILBERT Jr. (seated), pres., Hornell (N. Y.) Brewing Co., renews firm's sponsorship of Hornell Pony League baseball games on WWHG (FM) Hornell. Others are (l to r) Glenn Sprague and Sheffield Davis of WWHG; Kenneth Cromwell, Hornell; Sportscaster Chuck Richard; George Miller, Miller Adv.; Morris Shephard Jr. and John J. Kingston Jr., Hornell.

WORLD-WIDE RADIO

Benton Urges Action

IMMEDIATE action to set up a world-wide radio network capable of "laying a signal into every receiver in the world" despite Russian jamming efforts was advocated Wednesday by Sen. William Benton (D-Conn.).

Sen. Benton's proposal—urging a U. S. radio unit that could broadcast "on longwave, shortwave, or medium wave"—was embraced in his sweeping "Marshall Plan of American Ideas" presented to the Senate. It was the first major Senate speech by the former Assistant Secretary of State in charge of the Voice of America and other foreign information services.

Pleading for an expansion of the State Dept.'s International Information and Educational program, Sen. Benton declared, "We are in the crucial moments of a struggle for the minds and loyalties of mankind." As America's answer to this struggle, he outlined a six-point program that would tell the U. S. story "in a full-throated voice instead of a whisper."

The Senator, appointed to fill a Connecticut vacancy in the upper chamber of Congress last December, pointed to broadcasting as a "unique medium" for reaching the minds of foreign peoples. Unlike publications or the movies, Sen. Benton said, radio can reach remote and rural areas as easily as metropolitan centers. Radio does not depend on literacy, nor affected by shortage of paper or film stock, he said.

But, he said, "shortwave broadcasting is not enough, even if we had adequate transmitters which we have not. What is required is unified, world-wide network capable of laying a signal into every receiver in the world—mediumwave or longwave as well as shortwave. This can be done, despite many obstacles if we have the will to do it."

Cites Obstacles

These obstacles, he had explained, are principally Russian efforts to jam U. S. broadcasts. He revealed, however, that Edward Barrett, newly-appointed Assistant Secretary of State for Public Affairs, had given the Senator an optimistic report on possibly overcoming Soviet jamming.

He said the proposed $44 million budget for the information and educational program in fiscal 1951 is "woefully inadequate."

Also forwarded in his resolution (S. Res. 243), co-sponsored by 12 Senate colleagues, was a proposal to establish a non-governmental agency that would "inspire and guide" efforts of private citizens who desire to use talents and resources and overseas contacts in furthering the program.

Another point in Sen. Benton's program would step up work being done by UNESCO, the international organization to which the U. S. is a contributing nation. He pointed out that UNESCO could be used by the U. S. in implementing its radio broadcasting facilities in Germany, thus aiding the State Dept. in its efforts to pierce the iron curtain by broadcasting from Germany.

Co-sponsors of the Benton resolution are Sens. Paul H. Douglas (D-Ill.), Ralph E. Flanders (R-Vt.), J. William Fulbright (D-Ark.), Frank P. Graham (D-N.C.), Robert C. Hendrickson (R-N.J.), Herbert H. Lehman (D-N.Y.), Brien McMahon (D-Conn.), Wayne Morse (R-Ore.), Karl E. Mundt (R-S.D.), Margaret Chase Smith (R-Me.), John J. Sparkman (D-Ala.) and Charles W. Tobey (R-N. H.).

WVET TRANSFER

FCC Approval Sought

TRANSFER of control of WVET Rochester from 20 of its 38 war veteran-owners to the Security Trust Co. of Rochester, which has loaned the station $111,000, is sought in an application filed with FCC last week.

Upon repayment of the loan, FCC was told, application may be filed for return of control to the present licensee firm, Veterans Broadcasting Co. But in deference to FCC regulations it was made clear this would be a separate transaction subject to FCC approval apart from the present proposed transfer to the bank.

Application for the transfer stemmed from the station's inability to comply with all the terms of a loan agreement, including a provision anticipating a $30,000 contract with a local advertiser.

The station was understood to be operating at a profit currently, but not at a sufficient rate to meet the schedule of payments provided in the loan agreement.

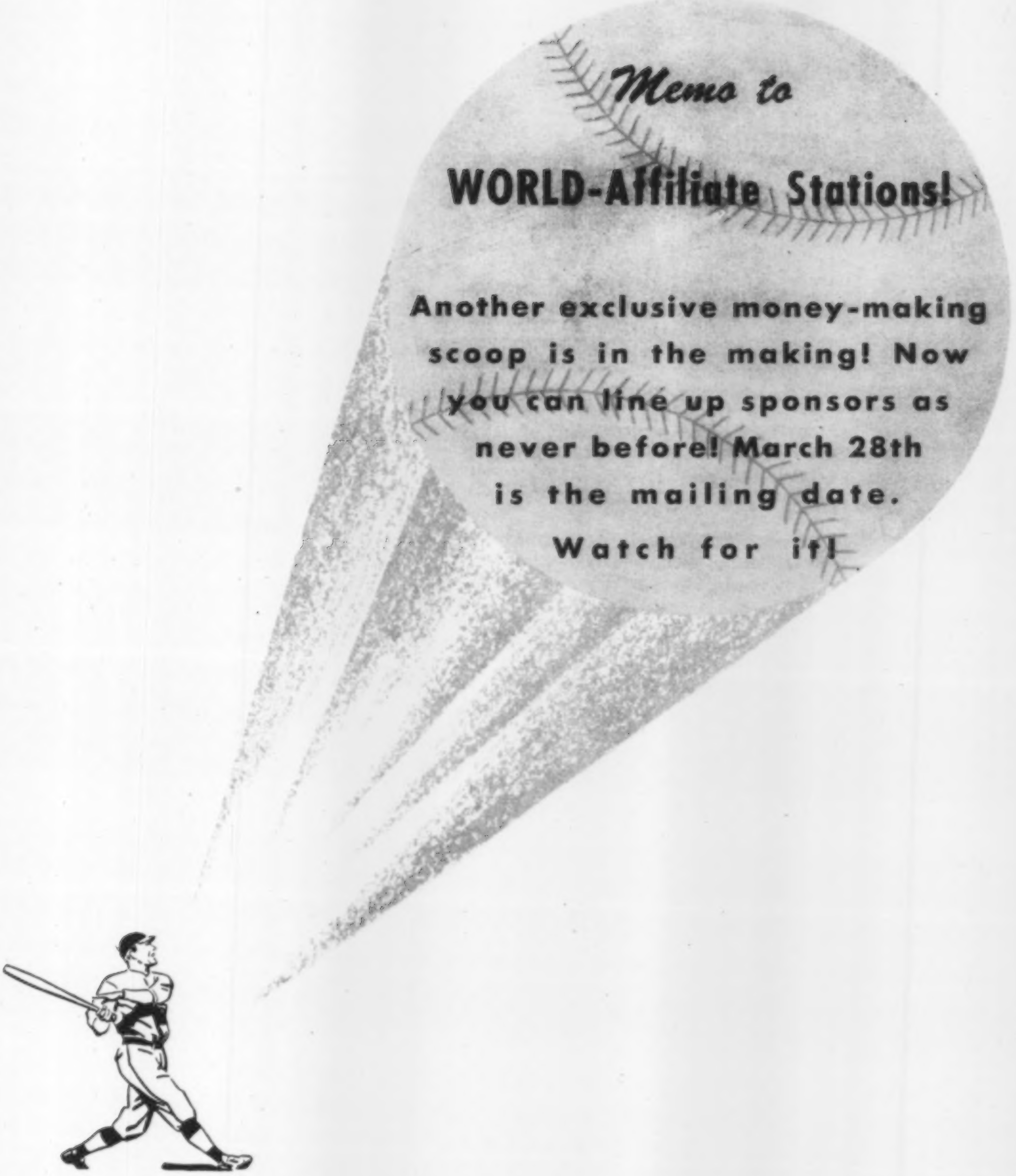
Makes Pledge

The bank pledged that the station would continue in operation under its control and that the present licensee's program policies would be followed. Operation would be through the Veterans Broadcasting Co.

The station, established in 1947, is owned by 38 war service veterans headed by William B. Maillefert as president and general manager. The stock that would be transferred to the bank represents about 68% interest.

Directors of the bank include two men who also are directors of Stromberg-Carlson Co., which owns WHAM Rochester. They are Wesley M. Angle, honorary chairman of the board of Stromberg-Carlson, and Bernard E. Finucane.

WVET is a Mutual affiliate on 1280 kc with 5 kw. The transfer application was filed Tuesday by Frank U. Fletcher, Washington radio attorney.



Memo to

WORLD-Affiliate Stations!

Another exclusive money-making scoop is in the making! Now you can line up sponsors as never before! March 28th is the mailing date. Watch for it!

ON the occasion of his 25th year with WOR New York on March 8, John B. Gambling (l), receives an engraved clock and barometer from J. R. Poppele, WOR vice president. M. C. of the early morning *Musical Clock* show, Mr. Gambling first joined WOR as an engineer-announcer.

* * *

MARKING the 20th anniversary broadcast of the *Catholic Hour* on NBC, Emmett Blaes (r), president of the National Council of Catholic Men, presents a citation to the network. Niles Trammell, NBC board chairman, accepts the award.

* * *

FIRST birthday anniversary of Washington Transit Radio was celebrated March 1 in novel fashion as the firm sent out 140 miniature "street car" cakes to local sponsors and advertising agencies. Attached was a card saying: "This is *our* first birthday. Today YOU take the cake. For the other 364 days a year we like to feel Transit Radio takes the cake as an advertising medium." Mrs. Helen K. Mobberly, sales manager of Washington Transit Radio Inc., and Ben Strouse, general manager of firm and WWDC-AM-FM, Capital outlet, light a candle for the occasion.

Milestones

► KNBC San Francisco marks its 28th year of broadcasting with an illustrated direct mail promotion folder entitled "Background for Progress." Illustrations show early day transportation and communication models with brief descriptive text. Promotion is contained in a single paragraph: "Today 28-year-old KNBC is as familiar to the people of Northern California as were the wagons and steamboats of the 1850's. It is Northern California's best buy."

► Ralph Nardella, commercial manager of WHOM New York for the past three years, celebrates his 20th anniversary in radio April 5. Previously he had been commercial manager of WOV New York for 17 years.

► Walter Lanier (Red) Barber celebrated his 20th anniversary in radio March 4. In 1930 he was with WRUF Gainesville, Fla. Four years later he joined WLW Cincinnati to handle play-by-play of the Reds' games. In July 1946 he was appointed CBS sports director, which position he still holds.

► *Abele Musicale With the Two Henrys and Gene*, program on WSPD Toledo, Ohio, celebrates 22 years of broadcasting with the same sponsor, Abele Funeral Home, April 9. Two members of the original cast are still with the show, the third having joined them in 1929. Format has never been appreciably changed.

► WRGA Rome, Ga., an MBS affiliate, celebrated its 20th anniversary March 5. Station was saluted coast-to-coast on network programs.

► Part of *Farm Reporter* show on WKY Oklahoma City, which features talks by state and federal experts on forestry, began its 11th year on the air last month. It is believed to be the oldest program of its kind.

► The second anniversary of *Girl and Boy Land*, heard over WPFB Middletown, Ohio, Saturday, 10:30-11 a.m., was celebrated March 20.

► Documentary broadcast dealing with the impact of the program in the past was aired March 5 commemorating the 20th anniversary of the *Catholic Hour* on NBC.

► Recordings by business leaders in Danville, Va., are being aired by WBTM that city, as part of its 20th birthday celebration. Businessmen have gone on record congratulating the station during this month.

► Guy Savage, sports editor for the Shamrock Broadcasting Co. and KXYZ Houston, completed 24 years in radio and seven years in TV on March 17.

► The 25th anniversary of WHEC Rochester, N. Y., was celebrated by the station March 25 with a radio show, featuring CBS and local talent.

► Commercial Manager William F. Malo of WDRC Hartford, Conn., is observing his 20th anniversary with the station this month.

► Glenn Hardy this month celebrates his 16th year as newscaster on MBS *Alka-Seltzer Newspaper of the Air.*

► Weather show, aired from the U. S. Weather Bureau in Washington over WASH (FM) Washington and the Continental FM Network, Mon.-Fri., 6-6:10 p.m., observed its first anniversary March 14.

KATL TO 5 KW

Baseball Plans Announced

KATL Houston, independent outlet owned and operated by Texas Broadcasters, has announced increase of its power from 1 kw to 5 kw on March 16. Installation of the new transmitter was directed and supervised by Chief Engineer Ed Martin.

Simultaneously, KATL said complete coverage will be given Major League baseball games during 1950 through the Liberty Broadcasting System, with which the station is affiliated for sports. For the fourth consecutive year, the Texas League's Houston Buff games, played at night, will be broadcast, KATL reported.

BIESER NAMED

Heads Ziv's Dallas Sales

ELMER BIESER, member of the sales force of Frederic W. Ziv Co. has been promoted to sales manager of the firm's newly formed southwestern division with headquarters in Dallas, the firm announced last week. The promotion, Ziv said, is in keeping with its 1950 expansion program which calls for the opening of new sales divisions throughout the country.

Mr. Bieser

Prior to joining Ziv in 1947, Mr. Bieser was with the sales department of WKY Oklahoma City.

STUDY POSTPONED

Senate Group Session Delayed

INABILITY to gain a quorum of members of the Senate Interstate and Foreign Commerce Committee last Wednesday delayed consideration of two important measures which affect radio. Cancellation of the committee's executive session deferred study of the President's reorganization plans affecting governmental agencies including the FCC [BROADCASTING, March 20].

Also held over until the next scheduled executive meeting on April 12 was committee action on the Langer Bill (S 1847) which would prohibit radio and other forms of interstate advertising of alcoholic beverages. Public hearings on the measure, authored by Sen. William Langer (R-N. D.), were held last January [BROADCASTING, Jan. 16].

WDZ DECATUR, Ill., laying claim as the third oldest station in the nation, celebrated its 29th birthday anniversary March 17—"B Day"—with a special hour-long program dramatizing its history since 1921. Engineer Don Watson (seated) throws the switch for the occasion while staff members stand by. L to r: Harry Smith and Hugh Gray, announcers; Marty Roberts, farm editor; Bill Miller, program director; Nancy Norman, woman's editor, and Wick Evans, news director.

GraybaR recommends

PRESTO RECORDING

PRESTO

RECORDING DISCS

SCOTCH
TAPE

REG U S PAT OFF

SCOTCH
BRAND

SOUND RECORDING TAPE

Whether you use disc or tape recorders, Graybar is ready to serve you – with Presto recording discs or Scotch sound recording tapes.

Presto Green Label discs meet the "top-quality" requirements of broadcast stations, recording studios, and transcription manufacturers. Use these discs and you're sure of low surface noise, adequate chip throw, and maximum number of playbacks with minimum wear. Extremely careful inspection assures uniformly high quality.

Also available are other grades and types of Presto discs for recording jobs not requiring discs of such high quality: testing, air checks, rehearsals, recordings of short duration. Your nearby Graybar office also can supply cutting stylii and playing needles.

Because of the increasing use by broadcasters of tape recording, Graybar nationally distributes Scotch sound recording tape. Scotch No. 111 (A or B) brings you better frequency response at slow recording speeds; low noise level; even, constant tracking. Scotch tape erases clean with low power, without a special erase head. It's easily edited, doesn't snarl, backlash, or kink. The tape is supplied on NAB hubs.

In addition to Presto discs and Scotch recording tapes, Graybar has everything you need in broadcast equipment . . . PLUS everything for wiring, ventilating, signaling, and lighting for your entire station and grounds! Whatever your requirements – to get the most suitable items most quickly, call your nearest Graybar Broadcast Equipment Representative. *Graybar Electric Company, Inc. Executive offices: Graybar Bldg., New York 17, N. Y.*

5043

Distributor of *Western Electric* products

via GraybaR

EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR

Graybar Brings You Broadcasting's Best . . .

Amplifiers (1,20)
Antenna Equipment (20)
Cabinets (13)
Consoles (20)
Loudspeakers and Accessories (1,20,22)
Microphones, Stands and Accessories (1,11,12,15,20,22)
Monitors (10,20)
Recorders and Accessories (2,7,17,19)
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Test Equipment (1,10,21)
Towers (Vertical Radiators) (3)
Tower Lighting Equipment (6,9)
Transmission Line and Accessories (5)
Transmitters, AM and FM (20)
Tubes (9,14,20)
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Manufactured By . . .

(1) Altec Lansing
(2) Ampex
(3) Blaw-Knox
(4) Bryant
(5) Communication Products
(6) Crouse-Hinds
(7) Fairchild
(8) General Cable
(9) General Electric
(10) General Radio
(11) Hubbell
(12) Hugh Lyons
(13) Karp Metal
(14) Machlett
(15) Meletron
(16) National Electric Products
(17) Presto
(18) Triangle
(19) Webster Electric
(20) Western Electric
(21) Weston
(22) Whitney Blake

There are Graybar offices in over 100 principal cities. *These are the Graybar Broadcast Equipment Representatives in Key Cities.*

ATLANTA
E. W. Stone, Cypress 1751

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E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 0600

CLEVELAND
W. S. Rockwell, Cherry 1-1360

DALLAS
C. C. Ross, Central 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Asbury, Atwood 8-4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
W. G. Pree, Geneva 1621

NEW YORK
F. C. Sweeney, Watkins 4-3000

PHILADELPHIA
G. I. Jones, Walnut 2-5405

PITTSBURGH
R. F. Grossett, Allegheny 1-4100

RICHMOND
E. C. Toms, Richmond 7-3491

SAN FRANCISCO
K. G. Morrison, Market 1-5131

SEATTLE
D. I. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkerd, Newstead 4700

THE LATEST WCKY STORY

RAZOR BLADES BY THE MILLIONS!

WCKY'S JAMBOREE SELLS THEM!

The Blademan Company of Chicago started using the Jamboree in February 1949, offering 100 razor blades for $1.00. In ONE YEAR WCKY has sold over SIX MILLION RAZOR BLADES on the Jamboree.

THE JAMBOREE COVERS A RURAL AND SMALLTOWN MARKET OF OVER 3,500,000 RADIO FAMILIES IN TEN STATES.

WCKY IS ON THE AIR EVERYWHERE 24 HOURS A DAY SEVEN DAYS A WEEK

INVEST YOUR AD DOLLAR WCKY'S-LY

THE LATEST WCKY STORY

THE WCKY JAMBOREE IS THE IDEAL VEHICLE TO REACH THE RURAL AND SMALL TOWN AUDIENCE.

Look at some typical sales results on the Jamboree:

Hopkinson Harmonica Co. of Chicago, selling an harmonica and instruction book for $1.69—in 3 months has received over 36,000 orders.

The Glessner Company, offering a free sample of Dr. Drake's Cough Syrup, has received over 8500 inquiries in less than 3 weeks.

The Lancaster Seed Company, selling 50 packets of seeds for $5.00, has sold 395,900 packets of seeds in 6 weeks.

IF YOU HAVE A PRODUCT APPEALING TO THE JAMBOREE AUDIENCE, LET US GIVE YOU THE FACTS ON THE JAMBOREE.

Call collect Thomas A. Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or

C. H. "Top" Topmiller
Cincinnati
Phone: Cherry 6565
TWX: Ci 281

L. B. Wilson

WCKY

CINCINNATI

FIFTY THOUSAND WATTS OF SELLING POWER

Editorial

Censor of Thought

THE SEDATE and seldom-wrong *New York Times* appears to have fallen for the specious "scarcity" preachments of the FCC.

In an editorial on "Freedom of the Airways," the *Times* uses as its springboard the current hearings on renewal of licenses of the G. A. Richards stations (KMPC Los Angeles, WJR Detroit, WGAR Cleveland). It brings out that Mr. Richards is accused of ordering the slanting of news broadcasts. It states that if the charges are proved, then the FCC would be justified in refusing to renew the license. The newspaper adds that the evidence obviously would have to be unmistakable that the "deception has been practiced wilfully."

So far, there can be little disagreement with the *Times'* position. If the stations were used as Mr. Richards' personal mouthpiece, the FCC would have a case. But the test is what went out over those microphones, and not what Mr. Richards privately may think about the administration, people in public life, the *New York Times* or this trade journal. It is significant that Mr. Richards has been the principal owner of stations for over a quarter-century and the licenses have been renewed periodically and with no public complaint.

Where the *Times*, in our view, goes afield is when it bases its case upon the limitation of available wavelengths. There are 3,000 licensed stations—more than double the number of daily newspapers. There are hundreds of FM assignments going a-begging. New stations are authorized weekly. Other licenses are turned in. There are frequent newspaper consolidations; few new dailies.

Economics and the laws of supply and demand govern. There are traffic regulations for the airwaves. And there are the usual laws which govern radio and newspapers alike. Neither can publish lottery information nor carry obscene, profane or indecent material.

There are traffic regulations for the highways—on land, sea and air. There are limitations as to the number of automobiles or airplanes that can be accommodated. There are limitations on practically everything.

But are those limitations more illusory than real?

What we're talking about is a traffic cop of the airwaves, and not a censor of thought.

Who Quizzed Whom?

THE AGGRESSIVE program director of a western station hit on what must have seemed to him to be a swell idea the other day. A news quiz show! Make the questions timely and informative by letting one of the newer abbreviated news magazines get them up! In return the show would plug the magazine. It sounded like a natural.

So he wrote to the magazine editors. They were delighted! The idea would give them a full radio program for free. They would get more and perhaps better time than competitive publications such as *Reader's Digest*, *Look*, and others were getting at regular rates. And why couldn't the idea be expanded?

The magazine avidly accepted. It followed through with a circular letter to stations making the same proposition.

Another firm has been in the business of furnishing prizes for quiz shows. With quiz ratings falling they have found it harder and harder to get manufacturers to furnish prizes in return for the doubtful advertising they receive when their product is given away. Stations need prizes if they continue the show.

So this "merchandise consultant" saw a way to play both ends against the middle with himself on the receiving end for his regular 15% cut. He would "sell" the merchandise to the station, taking his "pay" in spots for the manufacturer. The station would get its quiz prizes and the manufacturer would get the customary mention and the spot announcements to the value of his merchandise as well!

Those are only two of the schemes being hatched by misguided, muddled or downright unscrupulous promoters. They want the advantage of radio without paying card rates. More insidious than outright per inquiry pitches, which most responsible station managers have learned to avoid, they solicit time under the guise of trading value for value.

In this competitive period every one must be alert to possibilities for profitable business for his operation. But anxiety for business must not outweigh fundamental principles.

Radio, when properly used, gives the advertiser more for his money than any other medium. It is a bargain at established card rates.

℞: Good Taste

RADIO'S OWN cold war is waxing warmer. On several divergent fronts the boys are beginning to shoot 'em up.

FCC Chairman Wayne Coy has lashed out against "poor taste" in TV, and the wisenheimers soon will be calling it "smellovision." Little more is needed to goad the columnists and the reformers and the politicians into shooting at radio and TV from the hip.

Mr. Coy took off against the lowering of program standards. It didn't take long for the boys to level their sights at CBS' ubiquitous Arthur Godfrey, whose rise to stardom is as meteoric as that of TV itself. CBS affiliated TV outlets have threatened to cancel Godfrey shows unless he is checked.

We have no doubt that CBS, having made Mr. Godfrey, can also restrain him. Networks will not take too lightly the reactions of their affiliates. TV is still groping for its formula. It doesn't do any harm to focus attention on these matters, provided the dead hand of Government stops there. Otherwise it's censorship. Telecasters, networks and affiliates should get together and devise means of themselves coping with these matters.

Radio has had its "poor taste" headaches from the start. A dozen different codes of ethics have been adopted and revised. No one in radio has ever denied that there's need for improvement. What art, profession, business or governmental process cannot be improved?

We think we know what constitutes good taste. But that's *our* good taste. Yours is different. Mr. Godfrey's is different.

And where is the repository of the FCC's standard of good taste? Is it in the wrangling "executive sessions" of the seven seldom-if-ever-agreeing members? Is it in the crowded warrens where scurry the bewildered, innumerable inexperienced recent graduates of a certain big law school? Probably the FCC standard of good taste is really in limbo until the appointment of the expected chief of the new Broadcasting Bureau. He will fetch it forth, separate it from its obsolete placenta of public interest, convenience and necessity, give it a hard smack on its "discussion of public issues," bathe it in "integration of ownership," oil it with "local residence," powder it with the fragrant spice of "sustaining programs" and christen it "Good Taste, by courtesy of the Government of the United States (under the Constitutional power to regulate Interstate Commerce) and subject to appropriate exceptions after oral argument."

Come on boys, let's go dig up Galileo!

Our Respects To —

CURTIS BLOOD PLUMMER

IT WOULD SEEM significant that the FCC, in its present time of television trouble, has called upon the head of its TV engineering division to be its new Chief Engineer.

There should be no surmise, however, that Curtis Blood Plummer is interested in, or familiar with, television exclusively. If he were, he probably would never have been tapped for the chieftaincy. For coincident with his appointment the Commission is establishing the Office of the Chief Engineer on a higher and apparently broader plane. Effective April 3 the Chief Engineer, the General Counsel and the Chief Accountant will serve as "the top-level advisors and representatives" of the Commission itself.

Improbable though his 37 years would make it seem, Curtis Plummer has been associated affirmatively with broadcasting almost from the time of its beginning. With assists from his father he built his first radio receivers at age 8. Their crackling reproduction of the weather reports of WGI Medford-Hillside, Mass., and the more varied programs of KDKA Pittsburgh was proof enough of their utility.

Practicing broadcasters can take encouragement from the fact that the new Chief Engineer has also worked broadcast transmitters for a living. His decision to give it up as "too dull" may be charged off to the times in which he worked, when there were less than 900 stations and the directional antenna had just begun to enliven—and enslave—the profession.

He also is credited with an encouraging but bureaucratically rare disaffection for red tape in his dealings with licensees and applicants.

Colleagues say his direction of the Engineering Bureau's Television Broadcast Division, which he has headed since it was established in 1945, counted at least as much as his engineering know-how in FCC's decision to make him Chief Engineer.

"He's kept it running like a happy family," one FCC official reports. As Chief Engineer he will have a substantially bigger family to run happily.

Curtis Blood Plummer was born Aug. 15, 1912, in Boston, Mass., but until recently it took two "birth" certificates to link the name with the birthplace and birthdate. He is the son of Richard and Alice Blood and was christened Curtis Roberts Blood. In 1924, upon the death of his father, he was adopted by J. W. and Flora Plummer, relatives, of Alfred, Me., and took his present name. A 1946 general law of the Massachusetts Legislature cut his birth-certificate problem back to par.

"Curt" Plummer can attribute his early

(Continued on page 41)

Honored by Billboard

FOR THE 8th AND 9th TIMES!

- 1st Award—to Station WOV for the 8th time for PUBLIC SERVICE PROMOTION
- 2nd Award—the 9th Billboard Citation for SALES and AUDIENCE—SALES PROMOTION
- In the 12th National Competition conducted annually by BILLBOARD for Non-Network Stations in the 5000-20,000 Watts Group.

Originators of *Audited Audiences*

WOV
NEW YORK

JOHN E. PEARSON COMPANY, National Representatives

RALPH N. WEIL, General Manager • **ARNOLD HARTLEY, Program Director** • **ANNE C. BALDWIN, Director Press Relations**

ABC LOAN

May Borrow $2.5 Million

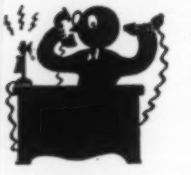
ABC ANNOUNCED last week it had negotiated with the New York Trust Co. a loan agreement under which the network may borrow up to $2.5 million in the next year.

Any loan taken out under the agreement will have a maturity of five years.

The purpose of entering into the agreement was to provide the network with a total reservoir of borrowing power of $2.5 million against which loans could readily be obtained "to take full advantage of all favorable opportunities as quickly as they may present themselves," according to Robert E. Kintner, ABC president.

KVOE Santa Ana, Calif., moves to larger offices and studios at 105 E. Fifth St.

Management



ALAN C. TINDAL, formerly with commercial department of WSPR Springfield, Mass., elected station manager. **KRISTIAN SOLBERG,** with treasurer's office for past three years, named assistant treasurer. Both elected to board of directors of WSPR Inc.

WILLIAM S. PALEY, chairman of the board of CBS, elected a trustee of Columbia U., New York. He will be part of group of trustees which oversees administration of university.

MORT WERNER, manager of KVEN Ventura, Calif., named member of Radio Pioneers Club.

IRWIN ROSTEN, former television editor of *Radio Daily*, joins DuMont television network as administrative staff assistant.

HARRISON DUNHAM, manager of KTTV (TV) Los Angeles named Southern California Broadcasters' Assn. representative on Los Angeles Chamber of Commerce Television Committee.

ALBERT ALBINGER, general manager of WCOL-AM-FM Columbus, Ohio, elected state radio chairman of Savings Bonds Div.

DR. PETER C. GOLDMARK, director of engineering research and development of CBS, appointed visiting professor of medical electronics in School of Medicine of U. of Pennsylvania. Dr. Goldmark last year supervised installation and operation of first color television apparatus ever used to telecast surgical operations.

DONALD W. THORNBURGH, president of WCAU Inc., Philadelphia, elected member of national board of directors of Big Brothers of America.

HAROLD CRITTENDEN, manager of CKCK Regina, re-elected president of Regina Chamber of Commerce for 1950-51.

BRUCE BARTLEY, president of KBRO Bremerton, Wash., and Lillian Strnard have announced their marriage.

MAC McCALL, manager of WWPF Palatka, Fla., is the father of a boy.

NAB DUES

Howe, Tackley Give Views

"MOST local stations do not know how to use their own trade association," James L. Howe, president of WCTC New Brunswick, N. J., declared last week in an open letter to the industry.

The Howe letter was written as an answer to charges by WQQW Washington that NAB's services aren't worth the increased dues to be charged April 1 [BROADCASTING, March 20, 6].

Taking the other side in the controversy over the dues increase voted in February by the board was Mitchell C. Tackley, production manager of WICY Malone, N. Y. Mr. Tackley feels the dues are "prohibitively high" for smaller stations and adds that NAB has acted "without doing anything to curtail their own operating expenses.

"It is no secret that many stations have felt for a long time that NAB was not doing the kind of a job we small station broadcasters need," Mr. Tackley wrote. "When BAB came along, we felt that at last a step was being made in the right direction. However, as much as we feel that we would like to be a part of NAB, our position will be untenable when the April 1 dues policy goes into effect. As you suggested in your editorial of Feb. 27 we are staying with NAB through April with the sincere hope that something will be done by that august body."

Last Year's Cost

Mr. Howe recalled that last year NAB cost the station $625.75, including dues, BAB strip film, "Lightning That Talks," and BAB direct mail. "I am satisfied that we got our money's worth,' he said. He praised NAB sales aids, legal assistance, labor relations and pointed to such intangibles as the protection of private broadcasting, the New Mexico tax fight and other benefits.

"We certainly aren't going to meet the cry 'of NAB being for bigger broadcasters' by resigning from NAB and sulking in our tents," Mr. Howe said. "Such actions merely leave fewer small station operators to carry the burden."

1950 BROADCASTING-NAB GOLF TOURNAMENT

— will be held April 16 at the famous —

TAM O'SHANTER COUNTRY CLUB

View of Tam O'Shanter, looking toward the club house.

Thanks to George May, NAB golfers will have the opportunity to play on the world famous TAM O'SHANTER course, scene of the country's outstanding golf tournaments. The date is Sunday, April 16.

George May

BROADCASTING-*Telecasting* will award silver cups to the low gross and low net winners. The usual blind bogey handicaps will apply, giving everyone an equal chance to win the trophies. Tee-off time 9:30 a.m. Free buses will leave the Stevens Hotel at 8:45. Please send in your reservation today. Use the coupon below.

BROADCASTING-*Telecasting*
870 National Press Bldg.
Washington 16, D. C.

ATTENTION: GOLF COMMITTEE

Enter me in the BROADCASTING-NAB Golf Tournament April 16.

Name ....

Company ....

Respects

(Continued from page 38)

affinity for radio to both his father and his foster father. His father, who worked days as a New England Telephone & Telegraph Co. engineer and nights as a radio experimenter, helped him with his first radio sets, which he built for neighbors in Winchester, Mass., where the Bloods were then living. His foster father, an automobile dealer who also sold the first commercial model radio receivers available in Alfred, encouraged the boy to develop his talents.

After earning high-school pin money with a radio repair shop in his foster father's garage and appliance shop, young Plummer entered Hebron Academy at Hebron, Me., a preparatory school. Radio sets were forbidden to students, but he built them for faculty members and thereby made sure he would have one available for his own use.

In college — U. of Maine — he wanted to take several engineering courses but found this impossible. He did the next best thing, concentrating on electrical engineering and putting secondary emphasis on mechanical. His major was in radio and electronics, and he made the pleasing discovery that there are scientific reasons for some of the effects he had been noticing for years in his work repairing and building receivers.

Exceptional Memory

Before he received his Bachelor of Science Degree in electrical engineering in 1935, Mr. Plummer became a "ham"—a hobby he has indulged sporadically ever since. As a student he also won notoriety for his memory. Among other things, he memorized all the electrical characteristics of all the receiving tubes in the "Tube Book."

"It was much easier than looking the stuff up," he explains.

"Curt" Plummer got his first job in late 1935 with WHEB Portsmouth, then owned by the Christian Adventist Church. He was a combination man, the combination being just broad enough to include whatever job needed doing then.

Dropped from the staff because of the short hours of winter, he moved in 1936 to the Radio Receptor Co., New York. By mid-1937 he had concluded there were too many ups and downs in aviation radio and manufacturing, and left Radio Receptor to set up a receiver sales and electrical contracting business in his home town. This he gave up when he found the volume of business too small.

In early 1938 Mr. Plummer went to work installing WGAN Portland. The transmitter installation was completed weeks before the studio, with the result that he was called upon to set up a "quickie" studio in the transmitter building. He finished this assignment in a few hours, incidentally winding up with what he recalls as "the best acoustics job" he's seen.

"I wonder if I could repeat the accident," he muses.

After a year with WGAN he decided he didn't want to be a push-button operator and started taking Civil Service examinations in search of something more to his liking. He "hit" with an application for appointment as an FCC inspector. His notification came while he was doing a remote pickup of a dance band, and he left WGAN at the end of the broadcast.

The following Monday—that was in July 1940—Mr. Plummer reported for FCC work in Boston. He was first assigned to intelligence work, then was given the job of installing sub-monitoring stations for the old Radio Intelligence Division. In January 1941 he was reassigned to Boston, where he helped move the monitoring station from Hingham to the new Millis plant.

"Those were the best working hours I've ever had," he recalls. "Worked from 4 p.m. till midnight five days a week, with four hours extra on Saturdays."

He soon tired of the routine, however, and applied for transfer to Washington. Upon his arrival there in August 1941 he was assigned to the Standard Broadcast Division. With the outbreak of war in December, he was assigned to Voice of America problems and, in 1944, was named assistant chief of FCC's Non-Standard Broadcast Section of Engineering in addition to his chores for the Voice.

When the TV Division was created in 1945 he was named acting chief, taking the Voice duties along with him. In 1946 he was named chief of the division. Since then the Voice—international broadcasting—has occupied fully half his time.

He has represented the U. S. at three international high-frequency broadcasting conferences—Atlantic City in 1947, Geneva 1948, and Mexico City 1949.

In 1944 Mr. Plummer was married to Miss Helen Hale, a native of Boston who had spent almost all of her pre-college years in China with her parents, who were missionaries. When his dinner-table conversation becomes overloaded with kilowatts and tropospheric interference, she can return the compliment in Mandarin Chinese. They have one son, Lee Curtis, aged 2.

Mr. Plummer is a member of the American Institute of Electrical Engineers and a senior member of Institute of Radio Engineers. He has a cottage in Maine—and a boat to go with it—where the Plummers spend their summer vacations. Between times, he moves from one hobby to another—currently it's a study of economic treatises and cycles.

Let WIBW focus your Selling in...KANSAS

All you need is ONE STATION...WIBW to do the hardest hitting sales job in both CITY and FARM markets

FOCUS on your CITY market!

It's Topeka—a 21 county market, according to the *Audit Bureau of Circulation*, Topeka has 23% of the state's effective buying power and 22% of all Kansas families. WIBW is the preferred station in this market. It has *three times more listeners than all other Topeka stations combined.**

* Kansas Radio Audience 1949

FOCUS on your FARM market!

A glance at *Consumer Markets, 1949*, will show that WIBW's farm market is made up entirely of families on farms and in agricultural communities. In this rich market, WIBW has *ten times more* listeners than all other Topeka stations combined.

For the CITY market
For the FARM market } ALL YOU NEED IS *WIBW!*

WIBW

SERVING AND SELLING
"THE MAGIC CIRCLE"
WIBW · TOPEKA, KANSAS · WIBW-FM

CBS

NEBR.
IA.
KANS.
MO.
OKLA.
ARK.

Rep: CAPPER PUBLICATIONS, INC. · BEN LUDY, Gen. Mgr. · WIBW · KCKN

FTC HIT

Court Modifies Negative Ad Statement Requirement

FEDERAL TRADE COMMISSION received two setbacks last week when the U. S. Court of Appeals for the District of Columbia modified one FTC order and the Food & Drug Administration failed to support part of the charges against two manufacturers of antihistamine cold drugs.

In the first case, which legal observers feel could have placed widespread restrictions on radio, television and other advertising media, FTC had attempted to require Alberty's Food Products Co. not only to state fully the limits of benefits to be derived from use of its Oxorin Tablets but also to call attention to what the product will not do.

Neither the appeals court nor Alberty's Products Co. denied FTC's contention that the firm should limit its claims of beneficial effect to the causes for which the product is helpful—in the case of Oxorin Tablets, simple iron-deficiency anemia—but the court said FTC was overstepping its powers when it required an advertiser to include additional negative statements regarding his product.

Cites Extensive Scope

Pointing out the ends to which these limitations could have been extended, Judge E. Barrett Pettyman wrote in the majority opinion:

> **Almost every advertisement of a food, drug or drink, no matter how accurately described and carefully limited in its claims, would fall within the scope of the rule here sought to be established. . . .**
>
> **If it [FTC] has this power, it could, if it chose, require an advertiser of a breakfast food rich in iron to state not only that the food is good for those deficient in iron but also that iron deficiency is less frequent than other ills and that for these others the advertised food is valueless. . . . Such power seems to us to be no less than the power to control the marketing of all such products, because, if particular advertisers, selected by the commission, can be required not only to state accurately the limited benefits of their products but also to call attention to what the products will not do, the effect on marketing is clear enough.**

In commenting on charges against another Alberty product, the court majority ruled that the firm did not have to tell the public that the claims made for its Phospho B are made under the principles of the homeopathic school of medicine.

In the second case FTC last Monday charged Bristol-Myers Co. and Anahist Co. Inc. with using false and misleading advertising in selling their antihistamine cold products. The companies are charged with misrepresenting the therapeutic properties and effectiveness of their products in treating and preventing common colds. FTC's complaint also contends the firm's advertising is "deceptive" in regard to the safety of the products and that they "may be unsafe and produce injury or harm to the user."

The charges are directed against Bristol-Myers' Resistabs and Anahist Co.'s Anahist.

It was in regard to the "safety" of the products that the Food & Drug Administration entered the picture. Associate Commissioner George P. Larrick, in a statement, said that despite contentions of FTC his agency has obtained no evidence that the two products are dangerous when taken according to label directions.

Deny Charges

Both companies denied the charges.

Robert R. Brown, vice president and general manager of Bristol-Myers, said the "allegations—and they are purely allegations—are completely erroneous and at variance from the true facts. All advertising of Resistab has been based upon clinical and scientific investigation."

On behalf of Anahist Co., Stanley Lasdon, executive vice president, said "every advertising claim we have made is backed by clinical evidence. . . . Anahist does not claim to destroy the cold virus. It is directed only to the relief of the cold symptoms."

Both firms have 20 days in which to answer the FTC complaints.

WJER
1450
On Every Radio Dial

NEW TRANSMITTER and studio building housing WJER Dover, Ohio, had its formal opening and open house on March 4 with 1,020 visitors signing the guest book. Building was designed by WKJF (FM) Pittsburgh General Manager Charles E. Dewey Jr. WJER, licensed to Mrs. H. C. Greer, operates on 1450 kc unl. with 250 w. Frank Shaffer is manager.

ADWOMEN MEET

AFA Session April 1-2

THEME of the Eastern Conference of Advertising Federation of America Women's Advertising Clubs, to be held April 1-2 at the Sheraton-Belvedere Hotel, Baltimore, Md., is "Advertising Steps Out!"

Saturday morning speakers at a panel moderated by Richard W. Darrow, Glenn L. Martin Co. director of public relations, include: Lloyd E. Partain, manager, commercial research division, Curtis Publishing Co., Philadelphia; Henry J. Kaufman, president, Henry J. Kaufman & Assoc., Washington; Frederick J. Bell, deputy director of human relations, McCormick & Co., Baltimore. In the afternoon Elon G. Borton, AFA president, will speak, and Helen Carroll Corathers, AFA vice president, will preside. Later Mrs. Corathers will moderate at an open forum on club problems.

Evening events feature a cocktail hour and dinner at which John H. L. Trautfelter, vice president and treasurer, WFBR Baltimore, will be toastmaster. A special event will be WBAL-TV Baltimore's pickup of the clubs' Parade of Hats. WGAN Portland and WGUY Bangor, Gannett stations in Maine, are among sponsors of dinner music. Sunday activities include a talk by Edythe Fern Melrose, of *The House of Charm* program of WXYZ-TV Detroit and president of the Women's Advertising Club of Detroit. Other speakers are Marshall Trippe, advertising director, Baltimore *News-Post;* Betty Hamburger, promotion manager of a retail men's clothing store, Baltimore, and Katherine Mahool, president, Mahool Advertising, Baltimore.

BULLETIN from Rinehart & Co., New York, announces three books concerning radio and television writing, acting and production, are on its list.

AFA CONVENTION

List Additional Speakers

ADDITIONAL speakers for the 46th annual convention of the Advertising Federation of America, to be held May 31-June 2 at Detroit's Statler Hotel, were announced jointly last week by Elliott Shumaker, convention general chairman and general advertising manager, *Detroit Free Press*, and Elon G. Borton, president and general manager of the federation,

Added speakers include:

James M. Mead, member of the Federal Trade Commission; H. M. McCoy, director, Office of Domestic Commerce, U. S. Dept. of Commerce; Wesley I. Nunn, advertising manager, Standard Oil Co. of Indiana; W. Parlin Lillard, sales promotion manager, General Foods Corp., and Bernard Dolan, advertising manager, Peter Frasse Co.; president of the National Industrial Advertisers Assn., and Walter Weir, president of Walter Weir Inc., New York.

Other speakers, previously announced, include:

Eric Johnston, president, Motion Picture Assn. of America; W. Paul Jones, president and general manager, Servel Inc.; Fairfax M. Cone, chairman, Foote, Cone & Belding, Chicago, and Federation board member; L. B. Sappington, vice president in charge of merchandising and advertising, J. L. Hudson Co., Detroit; Edwin N. Mayer Jr., president, James Gray Inc., New York, a past president of the Direct Mail Advertising Assn., and Harold S. Barnes, director, Bureau of Advertising, American Newspaper Publishers Assn., New York.

General theme of the three-day program will be "Advertising's Responsibilities in a Dynamic Market." Events planned include presentation of the winners of the national high school essay contest sponsored by the Federation, naming the "Advertising Woman of the Year," announcement of elections to the Advertising Hall of Fame and presentation of awards to Advertising Clubs.

Stanton-Storer Nuptials

ANNOUNCEMENT has been made of the marriage March 18 of George B. Storer Jr., son of George B. Storer, president of The Fort Industry Co., to the former Joan Stanton of Birmingham, Ala. The ceremony took place in Birmingham's Independent Presbyterian Church. Mr. Storer Jr. is manager of WAGA-TV Atlanta.

heavy with cows?

The critters just add, multiply and divide . . . 30,000 of 'em in the KGVO-CBS Missoula area divide a cool $6 million. Now add 55,000 farms and ranches worth $450 million. Consider all Montana's seven major industries (diversification means sales stability) and you find retail sales totalling over $100 million. (1948).

you want sales in Montana, the Mosby stations SELL

The Art Mosby Stations

CBS KGVO · KANA

5 KW DAY—1 KW NITE
MISSOULA

ANACONDA BUTTE
250 KW

Know Montana ★

★ NOT ONE, BUT SEVEN MAJOR INDUSTRIES

Commercial

Mr. Smith

CHARLES H. SMITH joins sales department of WCCO Minneapolis-St. Paul. He formerly was with BBDO, at whose four western offices he had been radio and television counsel since June 1948. He joined CBS New York in 1939 as assistant to **Frank Stanton,** then research chief for network. Mr. Smith became supervisor of research for CBS owned stations and was market research counsel for network sales when he left to join BBDO.

WILLIAM C. O'DONNELL, new to radio, joins sales staff of KXOK-FM, Transit Radio station in St. Louis.

KSAN San Francisco appoints Western Radio Sales, Hollywood, as West Coast station representative.

FEN JOB joins CKEY Toronto as salesman, not commercial manager [BROADCASTING, March 6]. Commercial manager of CKEY is **JACK TURRALL.**

FRANK ATLASS joins WBBM Chicago local sales staff after working at the Chicago *Daily News.*

VERNE W. BEHNKE, formerly with Video Varieties Corp., joins CBS-TV film syndication department as sales representative. He will service TV stations in promotion of local sale of CBS-TV syndicated film packages. He has been active in production and sale of live and film TV programs.

CKCR Kitchener, Ont., appoints Adam J. Young Jr. Inc., New York, as U. S. representative.

RICHARD ROTHLIN, formerly with Western Beet Sugar Producers Corp., San Francisco, joins sales staff of KRON-TV same city.

WILLIAM ENSIGN, eastern sales manager of Transit Radio, New York, to join ABC network sales department as account executive, effective April 3.

H-R REPRESENTATIVES Inc., newly organized station representative firm, appointed by WROK Rockford, Ill., to represent station, effective today, March 27.

CKLD Thetford Mines, Que., and **CKVM** Ville-Marie, Que., appoint Jos. A. Hardy & Co. Ltd., Montreal, as exclusive representative.

JACK MEDER, new to radio, joins sales staff of WIS Columbia, S. C.

NATIONAL BROADCAST SALES, Toronto and Montreal, station representative firm, admitted as associate member in Canadian Assn. of Broadcasters.

RAYMOND TAYLOR, formerly traffic manager and supervisor of announcers at WGN Chicago, transfers to station's sales staff.

JOHN A. SERRAO, manager of network sales service, CBS Hollywood, is on eight-day trip to New York and Chicago in connection with taping of Bing Crosby shows in those cities. He returns March 30.

RADIO REPRESENTATIVES Inc. appointed exclusive national representative for Ottaway stations, WENE Binghamton-Endicott, N. Y.; WDOS Oneonta, N. Y., and WVPO Stroudsburg. Representation is effective immediately.

WDTV (TV) Pittsburgh will release rate card No. 4 on May 1.

WILLIAM PARKER SEDGWICK 3d, television promotion manager for Edward Petry & Co., and Ann McCrery Williams have announced their marriage.

KING MITCHELL, account executive at KOMO Seattle, is the father of a girl.

TR ADDS TRENTON

WTOA(FM) Feeds Transitcasts

ADDITION of Trenton, N. J., to the list of cities whose transit systems provide programs to passengers riding city busses, was announced last week by Transit Radio Inc., Cincinnati. Programming will be provided by WTOA(FM) Trenton. According to R. C. Crisler, executive vice president of Transit Radio, Trenton is the 22d community now having the service.

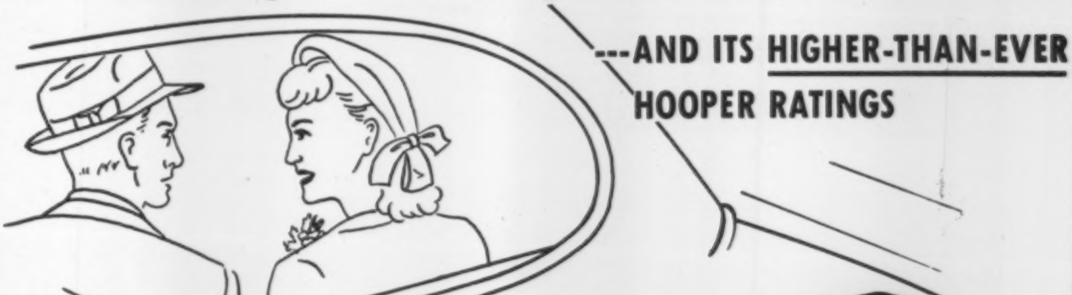
Contracts for the service were completed by Thomas Kerney, publisher of the *Trenton Times* which operates WTOA, and Rankin Johnson, representing the Trenton Transit Co., it was announced. Transit Radio said five receiving units are now installed and will operate for a period of 30 days, after which, if both sides are satisfied, the agreement becomes permanent for a five-year term. The Trenton Transit Co. operates a total of 179 vehicles and it is expected that 150 of them will be equipped in the near future, Transit Radio officials added.

Berlin's Scorcher

NEWSCAST on WMOU Berlin, N. H., on March 19, designed to make citizens aware of fire danger, not only succeeded but also nearly disrupted daily life in the area. For a realistic seven minutes, the radio show depicted a forest first raging out of control in the eastern half of Coos County. "Evacuation orders" given on the program to Berlin residents were carried out by nervous mothers. Boy Scouts offered aid at Fire Dept. stations; WMOU was swamped with more than 100 telephone calls, and the road north of Berlin was jammed some 30 miles with traffic.

In Buffalo you can go places fast with WGR

---AND ITS HIGHER-THAN-EVER HOOPER RATINGS



EDGAR BERGEN · ARTHUR GODFREY · BOB HAWK · SUSPENSE
LUX RADIO THEATRE · MY FRIEND IRMA · BUDDY CLARK
LOWELL THOMAS · HALLMARK PLAYHOUSE · JACK SMITH · THE F.B.I.
DICK HAYMES · EDWARD R. MURROW · SING IT AGAIN · BEULAH
MR. & MRS. NORTH · THE GOLDBERGS
LUCILLE BALL · ABE BURROWS
MR. KEEN · CRIME PHOTOGRAPH
JOAN DAVIS · GROUCHO MA
MR. CHAMELEON · DR. CHRISTIAN
BING CROSBY · BURNS & ALLEN
EVE ARDEN · AMOS 'N' ANDY
JACK BENNY · INNER SANCTU
RED SKELTON · HELEN HAYES
HORACE HEIDT · MYSTERY THEAT FAMILY HOUR OF STARS
PHILIP MARLOWE · GANG BUSTERS · DINAH SHORE · GENE AUTRY
HIT THE JACKPOT · WE, THE PEOPLE · VAUGHN MONROE · CONTENTED HOUR

NOW ON WGR CBS 550

Leo J. ("Fitz") Fitzpatrick
I. R. ("Ike") Lounsberry

WGR 550 Broadcasting Corporation

RAND BUILDING, BUFFALO 3, N. Y.
National Representatives: Free & Peters, Inc.

Promotion

WHEN flying saucer allegedly flown by midget was reported sighted in Mexico, Alvin Perlmutter, promotion manager of WEOK Poughkeepsie, N. Y., had an idea. One thousand "teaser" cardboard saucers were thrown from an airplane at 9 a.m. one Saturday morning, bearing statement, "Greetings From Mars." Front page publicity was given saucers that afternoon. At 3 p.m., two more airplanes dropped 4,000 more discs on city. Midget dressed in Mars costume spread discs from car window in town. Discs promoted 45 rpm records, saying they were "out of this world." Each saucer bore one of WEOK's call letters, and station announced that first 75 persons bringing in discs with all letters would receive prizes. Remote unit from station was set up in town to interview citizens about "visit from Mars."

Farm Hour Brochure

LATEST promotion of WRAK Williamsport, Pa., describing *WRAK Farm Hour* is brochure mailed to 9,000 rural homes in Lycoming and surrounding counties in north central section of Keystone State. Brochure serves as introduction to WRAK's farm director and to all special guests on program. Complete schedule also is included for benefit of farm folks who cannot tune in for entire hour. Last page is devoted to NBC shows to be heard on WRAK-AM-FM.

Radio Students Operate KILO

RADIO students and staff members of KFJM U. of North Dakota outlet were given opportunity to completely operate KILO Grand Forks, N. D., commercial station for two days recently. Some 15 students took part in training program with one regular member of KILO staff on duty to give help and offer suggestions. Duties assumed ranged from riding the network schedule to preparing news broadcasts and children's programs. Program was under supervision of Quentin W. Welty, instructor in radio at university and KFJM faculty advisor.

KGO-TV Mirrors

EIGHT-by-ten-inch mirrors have been sent to Bay Area radio, television and newspaper columnists by KGO-TV San Francisco to promote *Admiral Magic Mirror Revue*. Written on mirror in white show card paint is information about premiere and photo of show's star, Ruby Hunter.

Station Hails Growth

CITING triple - pronged growth achieved by 50 kw ABC affiliate, WLAW Lawrence, Mass., has launched extensive newspaper advertising campaign. Opening gun was 85-inch spread which featured chart and table to sustain its contentions. Heading used to stress major points was "3 Firsts in 3 Years"—gains in daytime audience, nighttime audience and number of counties served. Claims in promotion involve both Merrimack Valley market and three counties of metropolitan Boston area. Advertisement emphasized gains of 101% in daytime listening, 179% in nighttime listening and 108% in coverage and service, figures being established on comparison of WLAW's 5 kw operation in 1946 and 50 kw operation in 1949.

WDBC Raises Coal

OVER a ton of coal was raised lump by lump by WDBC Escanaba, Mich., in connection with the recent nationwide strike. Station offered to contributors an autographed picture of Dolores Hart, "Queen of the North," and Al LaGuire, WDBC announcer and disc jockey known as "The Lighthouse Keeper" in Upper Michigan. In three days, using an original song, "Buddy, Can You Spare a Lump," as a theme, the pair had stockpiled over 2,000 pounds of coal, with contributions ranging from one lump on up. Calls, telegrams, etc., flooded the station. As promotional campaign, the drive was very successful, WDBC reports.

Mystery Contest

WEEK-long contest, conducted in conjunction with downtown movie showing of "The Third Man," run by WINX Washington recently. Listeners to George Crawford's *WINX Varieties* were invited to enter contest by identifying mystery voices of Hollywood stars and writing, in 25 words or less, why "In Washington, nearly everybody listens to WINX." Merchandising gifts were awarded as prizes.

Grocers' Folder

LARGE multi-colored bulletin sent to grocers in area of WEVD New York urges them to be prepared for large purchases of Bab-O or Glim, due to premium offer aired on WEVD's *My Mother and I*, daytime drama. Offer and show are beamed to large Jewish market in New York.

Show Invitation

LARGE card resembling screen and surrounding cabinet of television machine is background of invitation sent to trade by Gimbel Bros., Philadelphia. Text written on screen announces party celebrating opening of new *Gimbel Handy Man* television show, five days weekly, 3:30-4 p.m. on WPTZ (TV) Philadelphia, and party celebrating beginning of third year of *Handy Man* show with Jack Creamer. Dial on cabinet surrounding screen is tuned to Channel 3, WPTZ's spot.

Personnel

A. RICHARD ROBERTSON, formerly member of public relations staff of U. of Utah, appointed assistant in promotion and merchandising department of KSL Salt Lake City.

LARRY WHITNEY, formerly of continuity acceptance staff of WGN Chicago, joins public relations staff of station.

THOMAS N. DWAN appointed director of national advertising for CJCJ Calgary, and opens office at Toronto.

DONALD GETZ, of WGN Chicago sales promotion department, is father of a girl, Carolyn.

PROMOTION IDEAS

Book Gives 648 Capsules

PRINTERS' INK SALES PROMOTION IDEA BOOK. New York: Funk & Wagnalls Co., 340 pp. $5.

MANUFACTURERS of goods, or those who promote or help others merchandise goods, will find in this volume 648 capsule ideas furnishing data and suggestions for use in promoting sales and stimulating business for years to come.

The second in *Printers' Ink's* "Idea Book" series, this new book gives one the benefit of the combined merchandising and selling experience of the publication's editors and contributors.

Material, chosen from *Printers' Ink* "Idea File," explains use of money-making cues such as attention-getters, curiosity arousers, teasers, service slants that pay off, better promotion of the package, price, brand names, trade characters, etc.

Kobak Speaks

EDGAR KOBAK, management consultant, addressed the Milwaukee Advertising Club last Thursday during a trip to consult with clients in that city, Chicago and Minneapolis.

PIPE THE PITCH! . . .

DULUTH, MINN.—"No 'tripe and keister' stuff . . . it's strictly on the legit," says chute-snoot Otto Mattick, riding high on his rocketron tubojet. "I ain't just 'whistling Dixie' when I tell you that the Duluth-Superior Market is now America's 51st in Retail Food Sales. And you don't have to take it from me—it's a matter of record—that KDAL is the market's No. 1 station." Greater coverage! Even more audience! That's the KDAL Story in the nation's 51st Food Market. Why not put KDAL to work for you on your next campaign?

Avery-Knodel can give you the full story of KDAL's increased coverage and top audience. Get it before placing your next campaign.

RAZOR BLADES BY THE MILLIONS

•

➤ *See Centerspread This Issue* ➤

•

ON THE AIR EVERYWHERE 24 HOURS A DAY

L. B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

INDIANA BASKETBALL MEET

Coy Cites Record Coverage by Radio, TV

By WAYNE COY

Chairman, FCC (as Told to BROADCASTING-TELECASTING)

Mr. Coy

WHAT MUST have been one of the heaviest concentrations of radio news coverage in the history of broadcasting marked the Indiana High School Basketball Tournament in Indianapolis on March 16.

There were 34 separate aural originations and one for television, feeding the play-by-play simultaneously to a total of 50 AM and FM stations and two television stations out of Indiana's combined total of 70-odd.

By comparison, coverage of even the biggest world news events ordinarily is handled by a relatively small number of newsmen working on a pool basis.

The use of 30 separate feeds from the Presidential stand at Mr. Truman's inauguration in 1949 was hailed as an all-time record for coverage from that vantage point in the quadrennial event.

Radio Representatives

At the 15,000-seat Butler Field in Indianapolis, where the 1950 tournament was held, there were only a few "pools." Two entire court-length rows of seats were given over to the radio newsmen and their engineers. And the stations were charged nothing for the privilege, whether their broadcasts were commercial or sustaining.

The unprecedented—or at least rarely rivalled—demand for coverage was attributed to the various station's insistence upon using their own announcers. They had covered the teams all year, they explained, and their listeners would prefer to hear the home-town announcer do the job.

The Indiana Commissioner of High School Athletics, L. V. Phillips, accordingly opened the gates for all stations. His only stipulation was that, in deference to the teen-age audience and the nature of the broadcasts, there should be no advertising of alcoholic beverages for a half-hour before and a half-hour after the broadcasts of the tournament games.

Each station was allotted three seats—one each for a play-by-play announcer, a "color" man, and an engineer.

There were three games—two semi-finals events in the afternoon and the final at night.

In the first game Madison edged Marion 50-49 in the last 10 seconds of play. In the second Jefferson High School of Lafayette defeated New Albany 41-39 in an overtime period with a shot that was in the air when the final gun sounded. In the final Madison downed Jefferson 67-43.

Originating stations included New Albany High School's 10 w WNAS, an educational FM station.

The television origination was handled by WFBM-TV Indianapolis, which also fed WTTV (TV) Bloomington.

The follow aural stations carried the games (originating stations are marked with asterisks, and all stations are in Indiana unless signified):

***WJOB Hammond; *WOWO Ft. Wayne; *WLBC Muncie; *WHOT South Bend and WKAM Warsaw; *WIRE Indianapolis; *WGBF Evansville; *WIBC Indianapolis; *WSBT South Bend; *WCNB Connersville and WCTW (FM) New Castle, WFML (FM) Washington, WIKY Evansville, WSRK (FM) Shelbyville, WFMU (FM) Crawfordsville, WMRI (FM) Marion, and WRSW (FM) Warsaw.**

***WASK Lafayette and WIMS Michigan City and WFAM (FM) Lafayette; *WTHI Terre Haute; *WIOU Kokomo; *WISH Indianapolis; *WKJG Ft. Wayne and WTRC Elkhart; *WWCA Gary; *WJPS Evansville; *WBAA Lafayette; *WSAL Logansport; *WGRC Louisville, Ky.; *WTOM Bloomington; *WAOV Vincennes; *WTTS Bloomington; *WEOA Evansville; *WKBV Richmond.**

***WBIW Bedford; *WIND Chicago, Ill.; *WBOW Terre Haute; *WCSI (FM) Columbus and WITZ Jasper, WLOI La Porte, WCBC Anderson and WLRP New Albany; *WHBU Anderson; *WFBM Indianapolis; *WTCJ Tell City; *WXLW Indianapolis and WKYW Louisville, Ky.; *WBAT Marion; *WNAS (FM) New Albany.**

CANTOR HONORED

Gets One World Citation

ONE WORLD citation on behalf of the One World Award Committee was presented last Tuesday to Eddie Cantor, during his personal appearance at Carnegie Hall. The citation was presented by prominent radio personality, Mary Margaret McBride.

Recipients of the One World Award and the One World Citations for International Statesmanship will be named sometime next month.

Ellithorp Elected

J. S. ELLITHORP Jr., former executive vice president of the Beech-Nut Packing Co., Canajoharie, N. Y., last week was elected president of the company. Mr. Ellithorp has been with Beech-Nut since 1917. Concurrently, W. C. Arkell, president since 1941, resigned to become vice chairman of the board.

WTIC Hartford, Conn., calls attention to its nighttime program lineup by buying time on WCCC daytimer in same city.

WKNA Reports
1,000 KIDS
STORM STORE FOR CISCO KID'S PHOTO!
"THE CISCO KID"
FREDERIC W. ZIV COMPANY
Radio Productions

Rarely has radio seen such a super-salesman as "Cisco Kid"! Within 9 days after the first announcement, 1,000 boys and girls brought their parents to the Western Clothing Department (on Frankenberger's third floor) . . . just to obtain "Cisco Kid's" photo. Says WKNA: "No need to tell you how pleased our sponsor is!"

With many special "Cisco Kid" gimmick-promotions available—from buttons to guns—"Cisco" is one of America's hottest traffic-building programs. Write, wire or phone for details.

LOW PRICED!

½-Hour Western Adventure Program . . . Available: 1-2-3 times per week. Transcribed for local and regional sponsorship.

1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD

Here's the Sensational
LOW-PRICED WESTERN
That Should Be On Your Station!

NAB STANDARDS

Mull Recording Additions

ADOPTION of additional standards for recording, mainly in the magnetic tape field, will be considered April 15 by the full NAB Recording & Reproducing Standards Committee. The group will meet Saturday afternoon at the close of the NAB Engineering Conference in Chicago, according to Chairman Neal McNaughten, NAB engineering director.

The proposed standards will augment those adopted at the 1949 NAB convention after a year of work by nine project groups. The standards serve as engineering guides to manufacturers as well as recording engineers and audio specialists, and are a revision of the basic standards adopted in 1942.

New items for the standards will include tape reels, hubs and flanges. Uniformity will permit use of reels on all makes of equipment. Mr. McNaughten described these standards as steps toward complete standardization of tape recording methods, with all tapes playable on all kinds of reproducing equipment.

The Chicago meeting April 15, to be held at the Stevens Hotel, will be open to any interested persons whether NAB members or not. If additional standards are approved at the meeting they will be submitted to the NAB board for approval.

Production

WINSTON JOLLY, assistant public relations director at WGN Chicago, becomes traffic manager and supervisor of announcers at station. He succeeds **RAYMOND TAYLOR** [see Commercial].

CHARLES PAYEN, graduate of New England School of Radio, Bridgeport, Conn., joins WNLK Norwalk, Conn., as disc jockey.

LEE STEWART appointed to handle *Hillbilly Frolic* show on WHAT Philadelphia.

DIK DARLEY, KECA-TV Hollywood program assistant, promoted to post of director for station.

FRANK BADDERS, formerly with WKEY Covington, Va., joins announcing staff of WMBG Richmond, Va.

FELIX GRANT, disc jockey for WWDC Washington, takes over all-night *Yawn Patrol* show on station, replacing **ALAN CUMMINGS,** resigned.

PHIL BERLE, brother of Milton, joins KNBH (TV) Hollywood as producer.

RUTH STONE joins WIS Columbia, S. C., as member of program department replacing **HELEN HILL,** promoted to music director. **VIRGINIA DOLAN** joins station's continuity staff replacing **BETTY FELLERS,** resigned.

WALTER M. LUCE, staff member of WJAX Jacksonville, Fla., resigns, effective April 1, to rejoin WWPF Palatka, Fla., as disc jockey.

ERNEST IVERSON, known to radio listeners as "Slim Jim," begins daily show on WCCO Minneapolis.

TED BYRON named script writer for KECA-TV Hollywood *Mama Rosa* series.

THOMAS J. CARSON Jr., formerly with WSAM Saginaw, Mich., joins staff of WJW Cleveland.

KAL ROSS, formerly with WPWA Chester, Pa., joins WPEN Philadelphia as disc jockey. Also joining station's staff in similar capacity are: **LARRY BROWN,** returning to WPEN from WVNJ Newark; **STU WAYNE,** formerly with KYW Philadelphia, and **SHERI HORTON.**

SHIRLEY SCHUTT transfers from ABC Hollywood continuity acceptance staff to same staff at KECA-TV Hollywood.

VIRGINIA LEE MITCHELL joins continuity staff of KWK St. Louis, replacing **PATRICIA WALSH,** resigned because of ill health. Miss Mitchell worked formerly at WTMV East St. Louis.

JOHN WAGNER, assistant auditor at ABC Hollywood, promoted to auditor. Except for three years service with Army he has been with ABC and its predecessor the Blue Network since 1942.

LLOYD FRASER TWEEDY joins staff of WDTV (TV) Pittsburgh. He formerly was associated with WARE Ware, Mass., and WMNB and WMFM (FM) North Adams, Mass.

CHARLES KOON, formerly instructor in television scenic and costume design and associate art director of Pasadena Playhouse, Pasadena, Calif., joins KTTV (TV) Los Angeles as production manager.

BART BROWN, formerly of CKRC Winnipeg, and CHAT Medicine Hat, joins production staff of CKCK Regina.

BOB (Vaughn) GLASSBURN, cartoonist on *Cartoon Circus,* KRON-TV San Francisco, joins KRON-TV program department as floor director.

WALLY SHUBAT, formerly of CKPC Brantford, joins CKOY Ottawa, as announcer.

JOSEPH W. CONN, director of operations for KTTV (TV) Los Angeles, named executive producer in program department. In new capacity he will oversee all directorial and production procedure.

WALTER PHILLIPS, disc jockey for WCPO Cincinnati, presented scroll by Patricia Stevens School of Models naming him "the disc jockey whose selection of music we most like to model to."

DON OTIS today (March 27) starts two-hour Monday through Saturday record and interview program, *Don Otis Show*, on KLAC Los Angeles.

HARRISE BRIN, co-star of KECA-TV Hollywood *I'll Buy That,* and **BOB FINE,** producer of TV show, were married March 15.

HOBART GRIMES, member of WBBM Chicago staff orchestra, is the father of a boy born March 17.

CAROLYN GILBERT, star of her own show on ABC-TV from Chicago, and James D. Fitzgerald have announced their marriage.

DAWS BUTLER, of KTLA (TV) Hollywood *Time For Beany* show, is the father of a girl.

BILL O'CONNER, WGN Chicago sports announcer, is father of a girl, Kathy Dawn.

MILT MITLER, director of programs for WTTT Coral Gables, Fla., and **DONA DANE,** of WTVJ (TV) Miami, have announced their marriage.

GEORGE M. CAHAN, KECA-TV Hollywood executive producer, and **Alice Talton,** actress, were married March 18.

Bank Heads Ala. Group

BERT BANK, WTBC Tuscaloosa, has been elected president of the Alabama Broadcasters Assn., succeeding Howard E. Pill, WSFA Montgomery. Emmett Brooks, WEBJ Brewton, was elected vice president, succeeding Mr. Bank. Graydon Ausmus, WUOA (FM) Tuscaloosa (U. of Alabama), was elected secretary-treasurer. Officers were elected at the spring convention held March 10-12. The association adopted a resolution commending BMI for its 10 years of service [BROADCASTING, March 20].

WVAM ALTOONA FIRST

CBS

WARD JOHNSTOWN FIRST

You're on the **INSIDE** with the **OUTSIDE** audience on **WVAM. ONLY** 1000-watt fulltime coverage in Altoona and Central Pennsylvania.

LATEST MORNING RATINGS

WARD	38.1
ABC Station	29.2
NBC Station	29.4

BIGGEST audience at LOWEST cost

Conlan—Oct. '49

Represented by Weed & Company

covers 25 states and Canada

World's Largest Square Dance

WLS

(See 2nd Cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance

NARBA Hopes

(Continued from page 21)

would be accomplished by executive agreement or some other procedure which would become binding without further ado.

When Senate radio leaders were assured the agreement would not become effective without the Senate's consent, the protests which had mounted began to subside [BROADCASTING, March 13].

In other quarters, political pressures within Cuba were given the blame. Elections are slated in Havana in May to name a mayor—Cuba's second-ranking elective office, long regarded as a stepping-stone to the Cuban presidency—as well as Havana's representatives in the Cuban Congress.

Thus it was felt that in reversing their position on the proposed agreement and submitting Wednesday's counter-offer the Cuban radio authorities were acting in fear that otherwise they would incur the ill will of Havana radio station owners at a time when they need access to radio facilities.

The Wednesday proposal was rejected Thursday after lengthy conferences within the State Dept. and between State Dept. officials and Comr. Hyde. Mr. Hyde reported he and the other delegates considered the proposal unacceptable and insisted that, in their view, it would be useless to prolong the discussions.

Butler-Prio Talks

In a high-level attempt to seal the rift—which had become obvious two weeks earlier—U. S. Ambassador Robert Butler had conferred Monday with Cuban President Prio to make clear that the terms which had been tentatively agreed upon represented the maximum concessions the U. S. could make.

President Prio was said to have replied that the terms appeared to give Cuba fewer rights than she had under the NARBA Interim Agreement which expired last March 29. Cuba delivered its counter-proposal two days later.

'Talking Magazine'

PROGRAM directed at blind listeners will be started by WNEW New York, at the suggestion of a blind person. WNEW has obtained permission from leading magazines to read material on its program, bearing the name *Talking Magazine*. Name actors will be used as readers. The program will be heard Monday, 10-10:30 p.m. Only two popular magazines are available in braille.

BOOKLET describing sound equipment produced by Cinema Engineering Co., Burbank, Calif., currently being distributed by company.

SHOW PRIZE EXCHANGE

Robbins Proposes Trade of Spots for Products

EXCHANGE deal by which stations would pay for program prizes on a due-bill basis is proposed by Richard S. Robbins, merchandise consultant, 551 Fifth Ave., New York.

In a letter to stations, Mr. Robbins says the usual air mention for quiz programs is no longer "feasible." His fee for prizes is 15% of the retail value, payable as soon as shipment is received, he states.

Describing the plan, he declares that in exchange for prizes "you would give that manufacturer an equivalent value in spot announcements at your prevailing station rates, over an agreed period of time. The manufacturer would supply you with the copy he wished used or with transcription records, and affidavits of air time would be sent to him just as in a regular transaction.

"The manufacturer has the right to specify Class A or Class B time, but the actual hour in that class would of course be determined by the station. This is being done already on about 200 stations and being utilized by national manufacturers who would not otherwise buy time on these local stations. If you wish to receive prizes on this basis, send your letter of confirmation and your rate card, and we will add your station to the list which we are presenting our clients."

Among new per inquiry projects reported is one offered stations by Lincoln Loan Service Inc., Pittsburgh, submitted by M. Belmont Ver Standig Advertising, Washington. Under this plan, inquiries are transmitted by phone to the loan company's Pittsburgh office, with stations paid a $10 fee for each loan completed less agency commission.

WANN Annapolis, Md., submitted its rate card to LeBlanc Corp., Lafayette, Ind. (Hadacol) after receiving a P. I. offer on a 40% basis.

WQXR-FM Pickup

WQXR-FM New York announced last week it would continue indefinitely its feeding of its evening program schedule to WFMZ (FM) Allentown, Pa., a project begun on an experimental basis Feb. 1. The New York station said that WFMZ (FM) listener response was enthusiastic to the arrangement.

W
S
B
T

SOUTH BEND IS A MARKET—
NOT JUST A CITY—AND

WSBT COVERS IT ALL

South Bend is one of the biggest, richest, and most responsive markets in America. Its heart is *two* adjoining cities — South Bend and Mishawaka — with a combined population of 157,000. The entire South Bend market contains more than half-a-million people. In 1948, retail sales were over half-a-*billion* dollars!

WSBT — and only WSBT — gives you thorough coverage of this great market. Plus this, the rest of WSBT's primary area gives you an additional million people whose retail purchases in 1948 amounted to $911 million.

You need the South Bend market. You get it — all of it — only with WSBT.

WSBT duplicates its entire schedule on WSBT-FM—at no extra cost to advertisers.

WSBT
SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

MORGAN NAMED

Is Senate Probe Legal Head

EDWARD P. MORGAN, an attorney practicing before the FCC, will head up the legal staff of the Senate Foreign Relations subcommittee looking into Sen. Joseph R. McCarthy's (R-Wis.) charges of alleged disloyalty by certain State Dept. personnel. Mr. Morgan, member of the Washington law firm of Welch, Mott and Morgan, and also member of the Federal Communications Bar Assn., has been appointed special counsel for the subcommittee by its chairman, Sen. Millard E. Tydings (D-Md.). In that capacity, Mr. Morgan will serve as legal advisor and direct the investigation and hearings dealing with accusations.

Mr. Morgan

A former chief inspector of the FBI in Washington before joining the law firm three years ago, Mr. Morgan had served as associate counsel of the Joint Congressional Committee investigating Pearl Harbor.

Native of St. Louis, he received his BA and MA degrees from Maryville State College, Maryville, Mo., in 1934 and 1936 respectively, and his LLB and LLM from Georgetown U. in Washington, in 1939 and 1942.

Allied Arts

RICHARD H. GORDON, executive vice president, elected president of World Video, New York. He succeeds **HENRY S. WHITE**, who joins CBS-TV March 27 but retains stock interest. **JOHN STEINBECK** remains vice president. **WALLACE A. ROSS**, publisher of Ross Reports, elected sales director. He acquires stock interest in firm.

J. DONALD WILSON, formerly ABC New York vice president in charge of radio and television programs, joins Don W. Sharpe, Beverly Hills, Calif., radio and television packager. He will supervise production for firm.

WORLD BROADCASTING SYSTEM announces extensions of contracts for its service by WLPO La Salle, Ill.; WKJG Ft. Wayne, Ind.; KTSW Emporia, Kan.; WDLP Panama City, Fla.; WBKB (TV) Chicago; WTMV East St. Louis, Ill.; KIMV Hutchinson, Kan.; WSFC Somerset, WSON Henderson, WVJS Owensboro, all Ky.; KMLB Monroe, La.; WFBR Baltimore; WOOD Grand Rapids, Mich.; WEW St. Louis and KGHL Billings, Mont.

RAY RICE publicity office moves to 150 East 50 St., New York. Telephone: ELdorado 5-0436.

HERALD BECKJORDEN, former vice president in charge of research for AAAA and member of executive staff of Market Research Co. of America, joins Fact Finders Assoc. Inc., New York, as senior research associate.

VIDEO SCRIPT SERVICE Inc., syndicated script program service for independent television stations and advertising agencies, formed in Hollywood. Offices are at 6331 Hollywood Blvd. Principals are **BOB STOCK**, formerly program promotion director of Don Lee Broadcasting System, **LEROY E. STOCK** and **DAVID J. SACHS. ROBERT LEDER** is New York representative with offices at 366 Madison Ave. Firm offers service for payment based on per show percentage of station's rate card.

NATIONAL SAFETY COUNCIL announces film, "Easy on the Eyes," available from council in 35mm sound slidefilm and for 16mm sound-motion projectors.

HAROLD HIGGINS Co. opens offices in Guaranty Bldg., 6253 Hollywood Blvd., Hollywood, to handle special product promotion. Mr. Higgins, head of firm, formerly was with Adolph Wenland & Assoc., Los Angeles advertising agency.

HENRY A. GILLESPIE, DAVID B. ROGERS and **WILLIAM T. DAVIES** appointed southeast, northcentral and southwest field sales representatives, respectively, for RCA's Thesaurus.

ASSOCIATED PROGRAM SERVICE, New York, has prepared "Associated Program Manual," booklet made up of merchandise, program notes and promotion-publicity sections. Service is given to subscribers. Firm announces three new shows featuring Vic Damone, Mindy Carson and Evelyn Knight. Shows are 15-minutes, thrice weekly. Westminster Choir of Westminster Choir College signed to record exclusively for firm's library service.

Equipment

R. C. DOVE, with RCA Victor for past four years, and **H. V. SOMERVILLE**, with company since 1929, appointed operating assistant to vice president and technical assistant to vice president, respectively.

HARRY S. GOULD, former merchandising executive for Magnavox Co. and Yale & Towne Mfg. Co., joins John Meck Industries Inc., Plymouth, Ind., as director of merchandising.

HENRY GOLDSMITH named national sales manager of Jackson Industries Inc., Chicago. He will supervise all advertising and promotion. He has worked for Jackson Industries for the past six years.

NORTH-AMERICAN RECORDING Co. moves to new Chicago address, 100 E. Ohio St., Room 436. Telephone: DElaware 7-1644. **GEORGE TASKER** is manager.

RCA (Laboratory Division) sets up Industry Service Laboratory at 1560 N. Vine St., Hollywood. New lab will offer clinical engineering service to manufacturers and others licensed by RCA.

GEM CITY APPLIANCE Co., Dayton, named distributor of Stewart-Warner radio and television products in seven Ohio counties. **URBAN F. GOCHOEL** is president and treasurer.

'MERCY' TRIAL

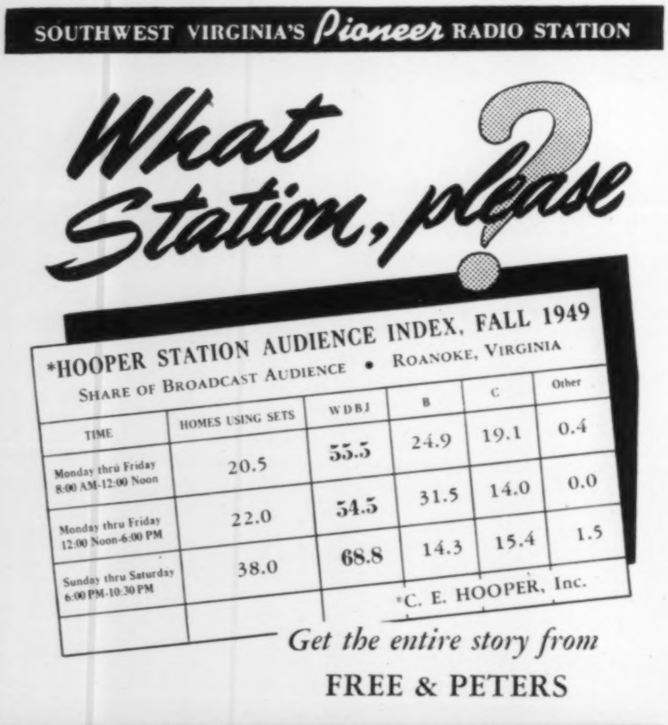
Covered By Granite Network

EXTENSIVE radio coverage of the so-called "mercy killing" trial of Dr. Hermann N. Sander, 41-year-old Candia, N. H., physician, who was acquitted of first degree murder March 9, has been reported by the Granite State Network.

With fulltime broadcast lines into the Manchester courthouse, the network reported it went on the air three times daily with resumes by Norm Bailey of trial testimony. The programs were heard over the network's WKBR Manchester, WTSV Claremont, WOTW Nashua and WWNH Rochester.

In addition to straight news broadcasts, Mr. Bailey also interviewed members of the press, both from this country and abroad, who were assigned to cover the trial. Connie Stackpole, the network's home economist, interviewed prominent women visitors including Novelist Fannie Hurst. After the "not guilty" decision was made known, interviews were made with Dr. and Mrs. Sander and the prosecuting and defending attorneys, the network reported.

BROADCASTING activities of WHAY New Britain, Conn., are extended to 24 hours per day.



SOUTHWEST VIRGINIA'S *Pioneer* RADIO STATION

What Station, please?

*HOOPER STATION AUDIENCE INDEX, FALL 1949

SHARE OF BROADCAST AUDIENCE • ROANOKE, VIRGINIA

TIME	HOMES USING SETS	WDBJ	B	C	Other
Monday thru Friday 8:00 AM-12:00 Noon	20.5	55.5	24.9	19.1	0.4
Monday thru Friday 12:00 Noon-6:00 PM	22.0	54.5	31.5	14.0	0.0
Sunday thru Saturday 6:00 PM-10:30 PM	38.0	68.8	14.3	15.4	1.5

*C. E. HOOPER, Inc.

Get the entire story from

FREE & PETERS

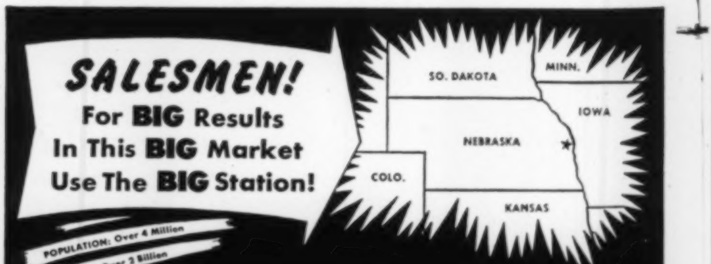
WDBJ

CBS • 5000 WATTS • 960 KC

Owned and Operated by the TIMES-WORLD CORPORATION

ROANOKE, VA.

FREE & PETERS, INC., *National Representatives*



SALESMEN!
For BIG Results
In This BIG Market
Use The BIG Station!

POPULATION: Over 4 Million
RETAIL SALES: Over 2 Billion

KFAB

1110 K.C.

50,000 WATTS OMAHA BASIC CBS

FREE and PETERS Representatives

HARRY BURKE Gen'l. Mgr.

CENSUS

Advertising's Role Detailed

ADVERTISING'S role in plans for the forthcoming 17th decennial census, slated to get underway next Saturday, were detailed last week by the Advertising Council in New York City.

Simultaneously, Dr. Roy V. Peel, newly-confirmed director of the Census Bureau, outlined major highlights of the census project which includes provision for radio and TV set counts in living units throughout the U. S. Dr. Peel held his first news conference at council headquarters Wednesday.

Radio and television campaigns get away officially today, with spots to be aired by the four major networks and by individual stations throughout the country. The next three weeks census radio announcements are part of the council's network regional or spot allocations plan.

TV Plans

Filmed 20-second announcements, prepared by Benton & Bowles Inc., which volunteered to handle all material for the census advertising phase, are being made available to TV stations. Prop material includes sample forms used by census enumerators, their identification cards and photographs of American towns and cities. In addition, census-takers are available for guest appearances on TV programs. Radio-TV material stresses that all data given enumerators is "confidential."

The council's census campaign, initiated in mid-March in newspapers with use of mats and other materials, will continue until mid-April.

"By explaining to Americans the need to answer willingly and truthfully the census takers' questions, radio can help make the 1950 census more accurate and hence more useful," council officials stated in describing the campaign as "vitally important to the public interest."

Dr. Peel expressed hope that 140,000 census enumerators throughout the country would extend the count on radio and TV sets to each dwelling unit rather than on a sampling basis. Set figures, and especially breakdowns, may not be available before next year, he added.

A television training program, to be conducted by the Navy in New York, will train some 100 enumerators in the techniques of census-taking, Dr. Peel noted. He said that while the program would be launched merely as "an experiment" at this time, its adoption by the bureau eventually would result in huge savings.

Stanley E. Baldwin

STANLEY E. BALDWIN, 68, a founder and first manager of WTAM Cleveland, then owned by the Willard Storage Battery Co., died March 19 in Cleveland. Mr. Baldwin joined Willard in 1920 and was its advertising manager when he and two others founded the station, operating it on storage batteries. From 1930 until his retirement in 1947, he served as Willard's director of merchandising.

News

JOHN A. PARKER, formerly with WLVA Lynchburg, Va., joins WTRR Sanford, Fla., as sports director.

JAMES WILLERTON, new to radio, joins news department of KXOK St. Louis in part-time capacity.

LES WHITE joins CKNW New Westminster, B. C., as night news editor.

ART HEDGES, assistant news director of WMTR Morristown, N. J., is the father of a girl, born March 17.

SAM MOLEN, sports director of KMBC-KFRM Kansas City, Mo., was honorary coach of East Central Oklahoma Teachers College Basketball team during National Assn. of Intercollegiate Basketball tournament. Team members and Mr. Molem were visited by **Bob Hope**.

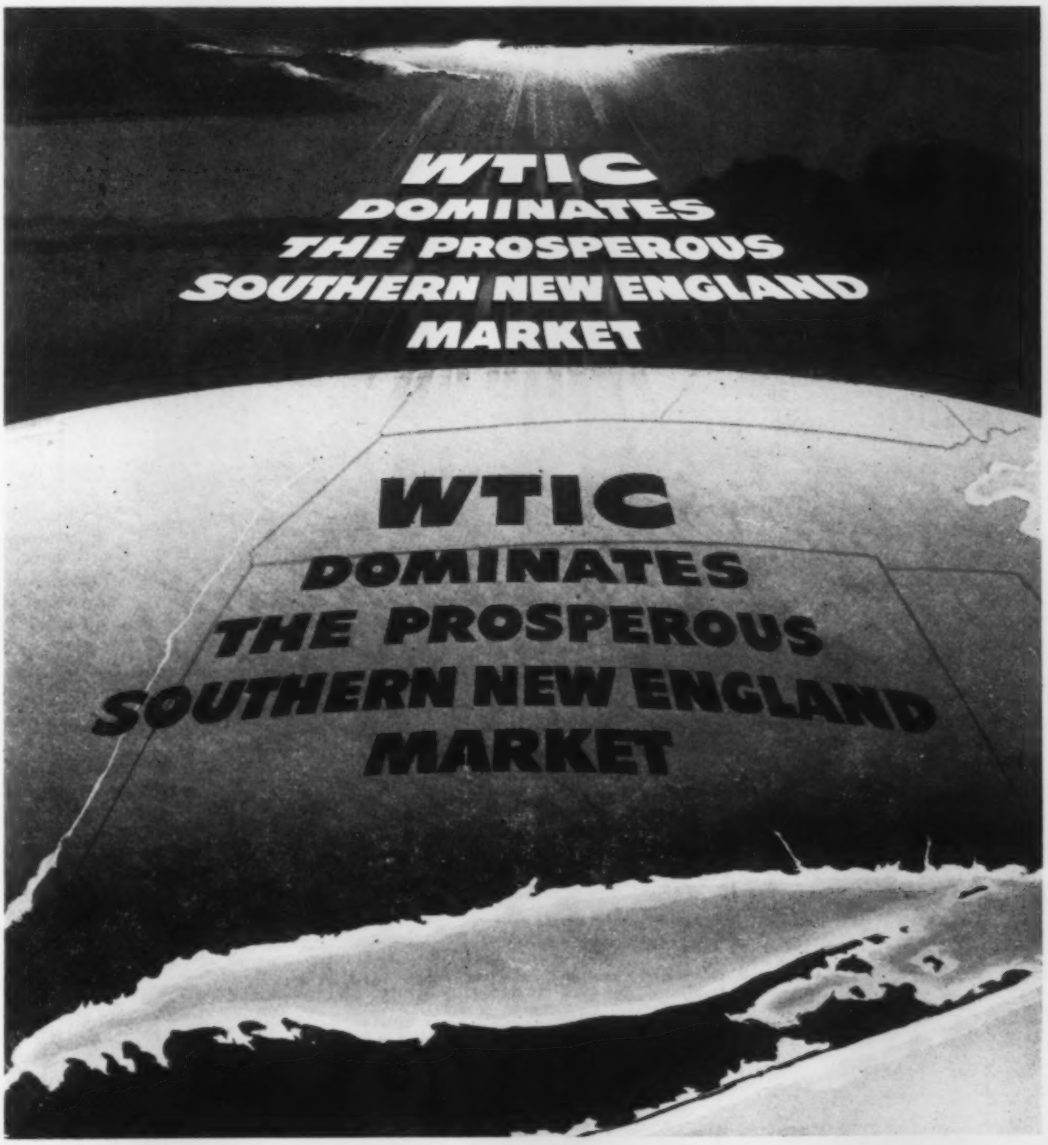
Technical

ROSS H. BEVILLE, chief engineer of WWDC-AM-FM Washington, nominated as candidate for mayor of Takoma Park, Md.

RICHARD ECKLES, chief engineer of WKAN and WKIL (FM) Kankakee, Ill., is the father of a boy.

PHILCO Corp.'s feedback-type microwave repeater for use in communication networks now being manufactured on production basis, company announces.

CHNS
HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gets
You CAPITAL Results!
Ask
JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 5000 Watt Transmitter in operation!


WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET
WTIC DOMINATES THE PROSPEROUS SOUTHERN NEW ENGLAND MARKET

Paul W. Morency, Vice-Pres.—Gen. Mgr. Walter Johnson, Asst. Gen. Mgr.—Sales Mgr.
WTIC's 50,000 WATTS REPRESENTED NATIONALLY BY WEED & CO.

Open Mike

(Letters are welcomed. The editors reserve the right to use only the most pertinent portions.)

Lauds Farm Story

EDITOR, BROADCASTING:

. . . A fine job of telling the story of the *National Farm and Home Hour* [BROADCASTING, Feb. 27]. We have received many favorable comments. . . .

. . . Thanks very much for this excellent treatment. . . .

Gerald L. Seaman
Radio Executive
Bert S. Gittins Advertising
Milwaukee

* * *

Happy With Day-Only

EDITOR, BROADCASTING:

WEOK has made money every week since going on the air—so we'd rather you ask Mr. Suggs (WMGY) to speak only for himself when he talks of daytime stations losing money [OPEN MIKE, March 6].

We're happy with the FCC, the NAB and all other commissions and organizations with which we are affiliated or do business. It's our thought that station owners would do much better to concentrate on programming and sales rather than spending so much valuable time getting angry with this person or that organization.

We appreciate our daytime only franchise. We wouldn't want a fulltime station in this TV infested area. After doing a good radio broadcasting job during the day we like to go home at night and watch our favorite TV program on one of the seven TV channels available to us.

In our area the folks have radio ears daytime—and TV eyes nighttime. WEOK is going ahead with the business of informing and entertaining our listeners and getting topnotch results for our advertisers who pay us more than enough money to make ends meet.

Put us on the list of those who appreciate our daytime only license.

H. W. Cassill
President
WEOK Poughkeepsie, N. Y.

* * *

WCON Profitable

EDITOR, BROADCASTING:

Your article, "Cox-Howell Merger" [BROADCASTING, March 20], stated: "It is understood the radio properties barely broke even in 1949." In the preceding paragraph, you stated: "WCON began in 1947, and is managed by David Carpenter."

WCON had a very profitable 1949. With allowances for the cost of special engineering, the station compared favorably with any in its class in the South.

I came here in August 1947 and have hired every person on the staff. We have more local and Atlanta-placed regional business than any other Atlanta station.

The February Hooper Share of Audience shows that we lead all stations in the morning and are showing steady improvement in all other periods. We have built and sold more live shows than this town's seen in many a day.

David Carpenter
General Manager
WCON Atlanta, Ga.

[EDITOR'S NOTE: BROADCASTING regrets the inference that WCON was not a money-maker. It's understood the station did in excess of a half-million-dollar gross in 1949, with net in the $50,000-$60,000 category, exclusive of heavy AM engineering expenses and installation of TV plant and equipment.]

* * *

WSSV's Thespians

EDITOR, BROADCASTING:

In your March 20 issue of BROADCASTING, on page 46, you mention a Little Theatre production in Portsmouth, Ohio, in which three members of WPAY-AM-FM were featured. Well, we can go them one better:

Little Theatre production of "George Washington Slept Here" in Petersburg, Va., featured Paul Hennings, program director; George Lund, announcer; Wilbert Keys, copywriter; and James Lowell, promotion director, all of WSSV that city.

There you have four—who'll make it five?

James Lowell,
Promotion Director
WSSV Petersburg, Va.

* * *

Defends 'Read'

EDITOR, BROADCASTING:

Mr. Norman Lassetter's letter of your March 20 OPEN MIKE in which he verbally chastises (and how!) the luckless announcer who asked his audience, "Did you READ about the Leopard," certainly has a point —but there are limitations. Some 535 AM stations are owned or operated by newspaper publishers. It is hardly reasonable to expect the announcers of these stations to completely eschew that word "READ."

John F. Clagett
Clagett & Schultz
Washington.

* * *

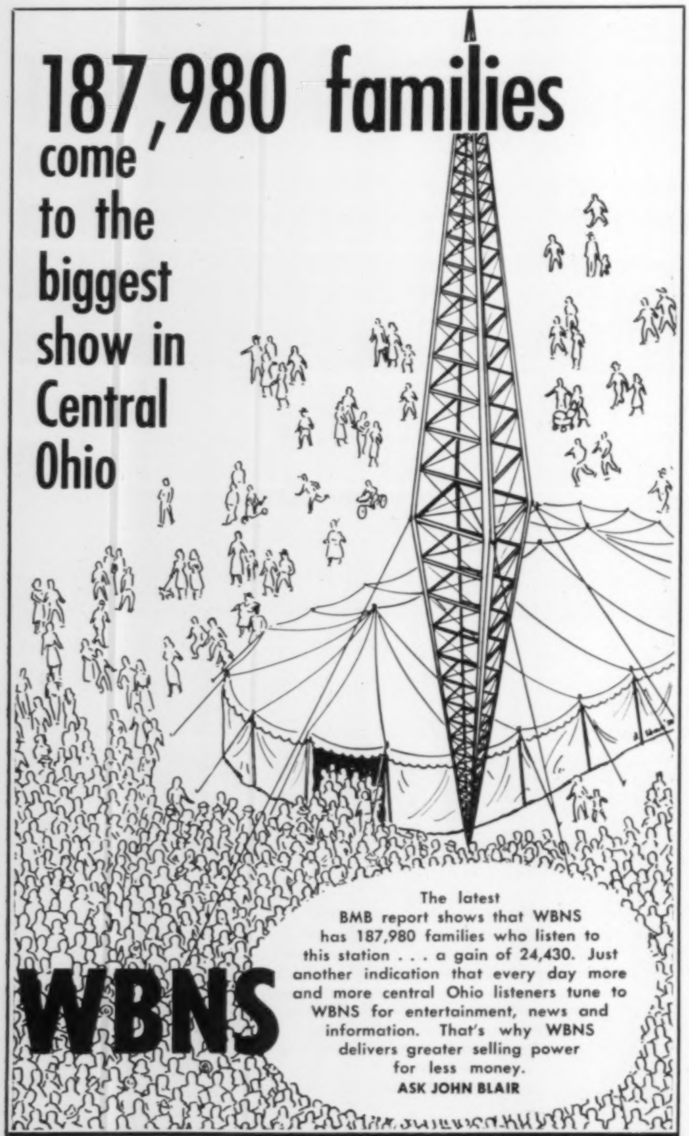
KNX-CPN CHANGES

Realigning Sales Staff

REALIGNMENT of KNX Hollywood and the Columbia Pacific Network sales staff will become effective between April 1 and April 15 according to an announcement by Merle S. Jones, general manager of KNX, and Wayne R. Steffner, CPN salesmanager.

Ole G. Morby, CPN account executive in San Francisco, transfers to KNX-CPN headquarters in Hollywood, with Clark George, KNX-CPN account executive transferring to San Francisco to handle network sales there. Arthur W. Mortensen, CPN merchandising manager, and Frank Orth, formerly KPHO Phoenix sales manager, joins KNX-CPN sales staff. No replacement has been named yet for Mr. Mortensen.

OLYMPIC Radio and Television Inc., Long Island City, N. Y., reports its net sales of television and radio receiving sets in 1949 were almost three times those of 1948 and that net income after provision for federal income tax was $578,163.



The latest BMB report shows that WBNS has 187,980 families who listen to this station . . . a gain of 24,430. Just another indication that every day more and more central Ohio listeners tune to WBNS for entertainment, news and information. That's why WBNS delivers greater selling power for less money.

ASK JOHN BLAIR

POWER 5000 D. 1000 N. CBS COLUMBUS, OHIO

WEVD

5000 WATTS 1330 K.C.

PROGRAMS OF DISTINGUISHED FEATURES in

- ENGLISH
- JEWISH
- ITALIAN

3 RESPONSIVE AUDIENCES
3 MARKETS WITHIN
THE NEW YORK METROPOLITAN AREA

Send for WHO'S WHO Among Advertisers on WEVD

WEVD
117-119 W. 46 St.
HENRY GREENFIELD, Mg. Director N.Y.19

National Nielsen-Ratings Top Programs

FEBRUARY 5-11, 1950 NIELSEN-RATING*

Current Rank	Previous Rank	Program	— Current Rating — Homes (000)	Homes %	Points Change
EVENING, ONCE-A-WEEK (Average For All Programs)			(4,242)	(10.8)	(—0.4)
1	2	Lux Radio Theatre (CBS)	10,017	25.5	0.0
2	1	Jack Benny (CBS)	8,603	21.9	—3.6
3	3	Godfrey's Talent Scouts (CBS)	8,328	21.2	—0.5
4	13	Fibber McGee & Molly (NBC)	7,856	20.0	+3.0
5	5	Amos 'n' Andy (CBS)	7,463	19.0	—1.7
6	11	Walter Winchell (ABC)	7,267	18.5	+1.3
7	6	Charlie McCarthy (CBS)	7,188	18.3	—2.4
8	4	My Friend Irma (CBS)	7,071	18.0	—2.8
9	7	Mystery Theatre (CBS)	6,874	17.5	—1.8
10	17	Mr. Chameleon (CBS)	6,756	17.2	+0.7
11	37	Bob Hope (NBC)	6,717	17.1	+2.5
12	10	F.B.I. in Peace & War (CBS)	6,638	16.9	—0.8
13	9	Mr. Keen (CBS)	6,599	16.8	—1.3
14	19	You Bet Your Life (CBS)	6,599	16.8	+0.5
15	14	Dr. Christian (CBS)	6,560	16.7	—0.1
16	23	Mr. District Attorney (NBC)	6,521	16.6	+0.6
17	20	Inner Sanctum (CBS)	6,481	16.5	+0.2
18	8	Red Skelton (CBS)	6,285	16.0	—2.7
19	32	Fat Man (ABC)	6,089	15.5	+0.6
20	24	Gene Autry (CBS)	6,089	15.5	—0.3
EVENING, MULTI-WEEKLY (Average For All Programs)			(2,828)	(7.2)	(—0.2)
1	1	Beulah (CBS)	5,971	15.2	—0.6
2	3	Lone Ranger (ABC)	5,185	13.2	+0.8
3	2	Counter-Spy (ABC)	5,067	12.9	+0.4

Current Rank	Previous Rank	Program	Homes (000)	Homes %	Points Change
WEEKDAY (Average For All Programs)			(2,514)	(6.4)	(—0.1)
1	1	Arthur Godfrey (L. & M.) (CBS)	4,596	11.7	—1.7
2	9	Pepper Young's Family (NBC)	4,125	10.5	+0.7
3	2	Romance of Helen Trent (CBS)	4,085	10.4	—0.9
4	8	Right to Happiness (NBC)	4,046	10.3	+0.3
5	13	Backstage Wife (NBC)	4,046	10.3	+1.2
6	14	Stella Dallas (NBC)	4,046	10.3	+1.4
7	18	Young Widder Brown (NBC)	3,967	10.1	+1.7
8	19	When A Girl Marries (NBC)	3,889	9.9	+1.5
9	4	Wendy Warren (CBS)	3,850	9.8	—0.6
10	5	Our Gal, Sunday (CBS)	3,850	9.8	—0.5
11	7	Aunt Jenny (CBS)	3,771	9.6	+0.4
12	10	Road of Life (NBC)	3,732	9.5	0.0
13	3	Arthur Godfrey (Nabisco) (CBS)	3,653	9.3	—1.9
14	12	Ma Perkins (CBS)	3,575	9.1	—0.2
15	11	Big Sister (CBS)	3,575	9.1	—0.3
DAY, SATURDAY (Average For All Programs)			(2,239)	(5.7)	(—0.2)
1	1	Grand Central Station (CBS)	5,185	13.2	—1.4
2	2	Stars Over Hollywood (CBS)	4,910	12.5	—1.2
3	3	Armstrong Theatre (CBS)	4,714	12.0	—0.9
DAY, SUNDAY (Average For All Programs)			(1,453)	(3.7)	(—0.2)
1	1	True Detective Mysteries (MBS)	5,421	13.8	+0.5
2	2	Shadow (MBS)	4,871	12.4	+0.5
3	3	Martin Kane, Private Eye (MBS)	3,967	10.1	—0.8

Copyright 1950, A. C. Nielsen Co.

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 39,281,000—the 1949 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

CBS Affilates Suit

CBS filed a motion to dismiss a $223,000 damage suit Wednesday in Federal District Court, Chicago, and was given five days in which to file a supporting brief [BROADCASTING, Mar. 20]. Salt River Broadcasting Co. (for KTUC Tucson and KOY Phoenix) is suing the network for money damages allegedly sustained after the affiliation contract was cancelled Jan. 1.

Upcoming

March 28: American Marketing Assn., Hotel Shelton, N. Y.

March 28-31: National Premium Buyers' Exposition, Stevens Hotel, Chicago.

March 31-April 1: South Dakota Broadcasters Assn., Hotel Lawler, Mitchell, S. D.

April 1-2: Eastern Conference Advertising Federation of America Womens' Advertising Clubs, Sheraton-Belvedere Hotel, Baltimore.

April 4: Radio Pioneers Club annual dinner, Ritz Carlton Hotel, New York.

April 12-19: NAB convention, Stevens Hotel, Chicago:
Engineering Conference, April 12-15; Unaffiliated Stations Conference, April 16;
FM Stations Conference, April 17; Management Conference, April 17-19.

April 15: New England Radio Engineering meeting, Somerset Hotel, Boston.

April 24-28: Sixty-sixth semi-annual convention, Society of Motion Picture and Television Engineers, Drake Hotel, Chicago.

In
Altoona, Pa.,
It's
ROY F. THOMPSON
and
WRTA
A prize radio combination in the rich industrial market of Central Pennsylvania.
Represented by
ROBERT MEEKER ASSOCIATES

Sesac Script Service
—STEPS UP SALES!

Continuity shows that bring you $ $ $!
Quality scripts in quantity
Highlighted by *music of lasting value*
from the SESAC Transcribed Library.
Many of these superior scripts
come in complete series of 39 shows
. . . additional scripts for holidays
and special events.
Sponsored coast to coast!

MISTER MUGGINS
LITTLE WHITE CHAPEL
STARLIGHT SONATA
HERE COMES THE BAND
GIT ALONG COWBOY
MAGIC MUSIC BOX
MUSIC WE REMEMBER
AMERICAN FOLK MELODIES
FIESTA TIME
POLYNESIAN NIGHTS
VARIETY SOIREE

Hundreds of outstanding American Folk — Band — Concert — Religious — Hawaiian — Novelties — South American and Spanish renditions included in over 3500 musical selections contained in the SESAC Transcribed Library—ALL FOR AS LITTLE AS $40 A MONTH!

THE BEST MUSIC SESAC IN AMERICA
SESAC, INC. . . 475 Fifth Avenue . . New York 17, N. Y.

Network Accounts

(Continued from page 12)

last half of *Arthur Godfrey Talent Scouts* simulcast on CBS and CBS-TV. Ruthrauff & Ryan, New York, is agency for Frostee. Young & Rubicam, New York, handles other Lipton products.

MILES LABS., Elkhart, Ind. (Alka Seltzer, One-A-Day vitamins), starts alternate-week instead of weekly sponsorship of *Quiz Kids* on NBC-TV (Friday, 7 to 7:30 p.m. CST) starting June 2 for June, July and August. NBC expected to keep remainder of show sustaining. Miles plans to return to weekly schedule in fall. Agency: Wade Adv., Chicago. Miles Labs., also Ind., through Wade renew sponsorship of Monday, Wednesday and Friday broadcasts of Edwin C. Hill, ABC news commentator, heard Monday-Friday, 7-7:05 p.m. EST. New schedule is for 22 weeks and is effective April 3.

PETER PAUL Inc., Naugatuck, Conn. (candy), will begin sponsorship April 15 of *Buck Rogers* over 19-station ABC-TV network, Saturday, 7-7:30 p.m. (EST). Initial contract is for eight weeks. Agency: Maxon Inc., New York.

Adpeople • • •

R. M. BUDD, with Campbell Soup Co., Camden, N. J., for 25 years, appointed to newly created position of general advertising manager. **H. M. STEVENS,** formerly with Lever Bros., appointed advertising manager of soups, and **J. R. JOHNSON,** formerly assistant to advertising manager, appointed advertising manager of Franco-American products.

FRANK M. ROGERS appointed sales manager of Elgin American, Div. of Illinois Watch Case Co. He has been with company since 1945, and assistant sales manager since 1947. Firm places business through Russel M. Seeds Agency, Chicago.

LEE PHARMACAL Co. combines with **OGILIVIE SISTERS,** hair beauty products company, to form **OGILIVIE SISTERS-LEE Inc.,** which will produce new home permanent and hair conditioner kit. Lee Pharmacal also will be exclusive retail sales agents for all Ogilivie Sisters products. **JOHN A. ROOSEVELT** is president and **RAYMOND LEE,** chairman of board of Pharmacal Co. Advertising agency to handle new product not yet appointed.

ROBERT G. SPEARS, formerly product manager of Standard Brands Inc., appointed vice president and general manager of Jelke Good Luck Products Div., Lever Bros.

LAWRENCE A. FLAGLER, in charge of domestic production for William R. Warner, Richard Hudnut and Standard Laboratories, in both New York and St. Louis plants, elected vice president of Warner-Hudnut Co.

WFIL Cuts

(Continued from page 20)

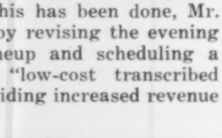
vertising medium. WFIL's new rate structure is based on this thinking."

In the meantime, the station announced it has completed a move to strengthen WFIL's nighttime radio schedule while attracting new business. This has been done, Mr. Clipp said, by revising the evening program lineup and scheduling a number of "low-cost transcribed shows" providing increased revenue for the station and giving large savings for the sponsors.

To make room for the low-budget packages, Mr. Clipp said, the station discontinued about six hours of local and network sustaining broadcasts weekly. Only two of the 12 newly-scheduled programs remain unsold, he said.

W
D
U
Z

GREEN BAY,
WISC.



PT6-A
A tape recorder with amazingly low distortion, wide band reproduction, versatility, and economy

USES

Magnecorder

Engineered by the World's Oldest and Largest Manufacturers of Professional Magnetic Recorders

write Magnecord, Inc., 360 N. Michigan, Chicago, Ill

PACIFIC GROUP

XL Stations Meet at Spokane

PACIFIC Northwest Broadcasters, which is comprised of the eight XL stations, held its second meeting of 1950 in Spokane March 18-19. All of the XL stations were represented except KXLE Ellensburg, Wash.

Managers attending were: Ernie Neath, KXLQ Bozeman, Paul Hatton, KXLK Great Falls, Barclay Craighead, KXLJ Helena, Arne Anzjon, KXLF Butte, Pat Goodover, KXLL Missoula, all Montana, and Bryan Woolston, KXLY Spokane, who acted as host. Also present were Jimmy Mount, sales manager of KXL Portland, Ore.; Tracy Moore, West Coast sales manager, and Ed Craney, manager of Pacific Northwest Broadcasters. Between business sessions, the members visited Sears Farm Store where KXLY helped conduct a three-day sale.

PEGGY LEE (3d l), songstress and author of hit tunes, who got her start at WDAY Fargo, N. D., in the late 30s, and her husband, Dave Barbour (4th l), are greeted at the airport on their arrival to pay a visit to WDAY. The group includes (l to r) Ken Kennedy, WDAY program director; Mrs. Kennedy; Peggy Lee and Mr. Barbour; Earl C. Reineke, president and general manager of WDAY; Mrs. Reineke; Bill Moher, WDAY announcer, and Glenn Flint, news editor.

Agencies

(Continued from page 11)

SLADE, formerly writer and producer with KSTP-AM-TV St. Paul, and before that with WBBM Chicago and WWJ Detroit, also joins radio-TV staff of agency.

GARRETT E. HOLLAHAN joins San Francisco office of Brisacher, Wheeler & Staff as radio-TV director. He was formerly commercial program director for KARM Fresno, Calif., and before that radio director of Beverly Hills office of Lennen & Mitchell, producer at ABC New York, radio director of Chicago office of Erwin, Wasey & Co. and assistant to vice president in charge of program department of World Broadcasting, New York.

RUTH SMITH, formerly with Knox-Reeves, Minneapolis, joins copy department of Kenyon & Eckhardt, New York.

ROBERT SHULER of Young & Rubicam Inc., New York, is in Hollywood in connection with filming of *Silver Theatre* television series at Jerry Fairbanks Inc.

MAURICE LIONEL HIRSCH Co., St. Louis, elected to membership in American Assn. of Advertising Agencies.

WASSER, KAY & PHILLIPS Inc., Pittsburgh, moves to new offices in Clark Bldg., effective April 1. Company was formerly Pete Wasser Co.

ALBERT FRANK-GUENTHER LAW Inc., San Francisco, moves to new quarters in Wall Street Journal Bldg., 425 Bush St. Telephone remains YUkon 6-4641.

RRN RELAYS

Permits FM Quality—Hanna

RURAL RADIO (FM) Network in New York is operating the largest radio-relay broadcasting network in the country, Michael R. Hanna, general manager of RRN and of WHCU-AM-FM Ithaca, N. Y., said last week.

The operating efficiency and standards of the system—which conveys regular programming to an 11-station network using only radio relays—"permit the entire capabilities of FM quality to be realized," Mr. Hanna said.

His statement on the technical worth of the radio-relay system was made to clarify reports last week in BROADCASTING, that a projected deal for the RRN to carry broadcasts of Yankee baseball games had fallen through because the Yankee management had questioned the practicability of radio-relay feeds.

The Yankee question did not arise in respect to the technical competence of radio relay. What the baseball officials had questioned was whether it might not be more desirable to use lines which could carry closed-circuit information to participating stations preceding the games. Radio-relay, of course, does not permit closed-circuit distribution.

WFGM DEDICATED

Formal Ceremonies Are Held

FORMAL dedication of WFGM Fitchburg, Mass., was held on Feb. 25, 10 days after its opening broadcast day.

Ceremonies featured a dedicatory broadcast and open house. Speakers included State Senator George W. Stanton, Mayor Peter J. Levanti and Police Chief Carlisle F. Taylor, all of whom were introduced by Program Director Edward J. Penney. Owned and operated by the Wachusett Broadcasting Co., WFGM is assigned 1 kw daytime on 1580 kc.

Why buy 2 or more...
do 1 big sales job
on "RADIO BALTIMORE"
Contact
EDWARD
PETRY CO.
WBAL

To Air BAM Plans

(Continued from page 25)

announced [BROADCASTING, March 20], a talk by Maurice B. Mitchell, director of Broadcast Advertising Bureau. His topic is "Selling the Program," and will be included in a discussion on development of new program resources. Final event Sunday afternoon will be a sports clinic with Patt McDonald, WHHM Memphis, as director.

Tentative agenda for the Monday morning FM meeting, to be chaired by Matthew H. Bonebrake, KOCY-FM Oklahoma City, chairman of the FM Committee, includes Howard Lane, WJJD Chicago and Field Enterprises Inc. and retiring NAB board member, on "Functional Music"; Chet L. Thomas, KXOK St. Louis and president of Transit Radio Inc., on "Transit Radio—A Retail Medium"; Stanley Joseloff, president, Storecast Corp. of America, on "Advertising's Biggest Challenge to Radio and How FM Will Meet It"; Mr. Bonebrake on "FM Networking"; Edward A. Wheeler, WEAW Evanston, Ill., on "FM's Special Services, How to Use One or All."

Duplication Question

Merrill Lindsay, WSOY Decatur, Ill., retiring NAB director for small stations, will discuss "Why I Duplicate." Robert Dean, KOTA Rapid City, S. D., will take the opposite position and discuss "Why I Do Not Duplicate." Winding up the FM meeting will be an FM panel including Messrs. Lane, Thomas, Dean, Joseloff, Lindsay and Bonebrake; Everett L. Dillard, WASH (FM) Washington, retiring NAB board member for FM; Frank U. Fletcher, WARL-FM Arlington, recently re-elected a NAB board member for FM; Victor C. Diehm, WAZL-FM Hazleton, Pa.; Josh Horne, WCEC and WFMA (FM) Rocky Mount, N. C.

Convention week opens Wednesday April 12 with registration for the annual NAB Engineering Conference [see BROADCASTING, March 13, for complete agenda]. Winding up the engineering meetings will be the annual NAB-FCC Roundtable.

The annual equipment exposition in the lower level of the Stevens will open April 12, with light equipment to be displayed on the "Magical Fifth Floor."

Principal Management Conference speakers will be Carlos Romulo, UN General Assembly president; Paul G. Hoffman, ECA administrator; Herman W. Steinkraus, U. S. Chamber of Commerce president; Wayne Coy, FCC chairman; H. E. Babcock, director of Avco Mfg. Corp. and widely known farmer, businessman, educator and author. Theme of the Management Conference is "The American Broadcaster's Responsibility in the World Today."

1930—1950
20th Anniversary Year
46.0
"HOOPER"*
*(average 5 periods winter, 1950)
proves the best buy in
DANVILLE, VA.
is
WBTM
5kw (d) ABC 1kw (n)
Rep: HOLLINGBERY

COINAGE PLAN

Propose 2½, 7½ Cent Pieces

PROPOSED minting of 2½ and 7½-cent coins met mixed reception last week at a hearing before a Senate Banking & Currency subcommittee, which is considering a series of bills. Fate of the proposal is of unusual interest to several major radio advertisers dealing in soft drinks and other low-priced products.

Edward Walsh Mehren, Beverly Hills, Calif., appeared on behalf of the American Institute for Intermediate Coinage, of which he is chairman. He also is president of Squirt Co., Beverly Hills soft drink manufacturer.

Mrs. Nellie Tayloe Ross, director of the U. S. Mint, opposed the plan and said every cash register would be outmoded. No condition now exists which would justify such coins, she testified, adding "How would you make change for a 3-cent stamp if you paid for it with a 7½-cent piece."

Change Reply

In reply, it was explained that this change could be made with two pennies and a 2½-cent piece.

Mr. Mehren explained the institute is a non-profit organization backed by a number of business and industrial leaders. Soft drink purveyors, he said want to raise prices but the public doesn't like to pay two coins for a drink and the next step above a nickel is a dime.

Inflationary trends since World War II have aggravated the need for intermediate coins, he said, suggesting effects of inflation "will remain with us in the establishment of a permanent new economic base." He declared the new coins will eliminate waste in the distribution process and promote efficiency.

A saving of $5 billion to $8 billion a year is possible, he said. In the case of the 20 billion bottles of soft drinks sold annually the public would be saved $516 million, he said. Similar savings were cited for beer and coffee as well as transit services. Other savings would be found in sales and luxury prices as well as through split-cent pricing, he contended.

Hearings on the coinage proposals were completed Thursday by the Senate subcommittee. Further support of minting the odd-denomination coins was expressed. Objection was voiced by the U. S. Independent Telephone Assn., finding the coin system not practical for telephone industry uses.

Juke Box Officials

The juke box interests, represented by J. W. Haddock, of AMI Inc., Grand Rapids, Mich., and Edward H. Renner, of the Northern Virginia Music Co., said the 7½¢ piece would aid them in combatting high cost factors in their industry.

GOV. Herman Talmadge of Georgia (r) congratulates Frank White, president of MBS, after Mr. White received a commission as lieutenant-colonel on the governor's staff. The presentation was made March 17 when Mr. White was in Atlanta to conduct a meeting of MBS affiliates.

MUTUAL BASEBALL

Florida Group Hears White

EXECUTIVES from 10 Mutual affiliates in Florida have met with the network's president, Frank White, to hear details of the proposed MBS major league baseball broadcasts. The session was held March 20 in Ft. Pierce.

Mr. White, accompanied by E. M. Johnson, Mutual vice president, and Charles Goodwin of its station relations department, outlined the background for "Game of the Day" broadcasts which start April 18 [BROADCASTING, March 13]. The trio also presented a general discussion of sales techniques for local cooperative sponsorship of the games.

Arrangements for the event were handled by Doug Silver, co-owner-manager of host station WIRA Ft. Pierce. O. H. Peacock, co-owner of WIRA, took the Mutual officials deep sea fishing on his yacht the following day.

Those attending the session included:

Mr. Silver, Kingsley Butt and Frank McDowell, WIRA Ft. Pierce; Reggie Martin, WJHP Jacksonville; Robert S. Taylor and Ted Covington, WONN Lakeland; A. Frank Katzentine, WKAT Miami Beach; T. S. Gilchrist, WTMC Ocala; J. Allen Brown, WLOF Orlando; Jack Faulkner and Herb Anderson, WTSP St. Petersburg; Joseph S. Field, WIRK West Palm Beach; Larry Rollins, WSIR Winter Haven.

SIXTEEN CBS network shows per week have been switched from New York to Washington, bringing total of Washington CBS originations to 30, aired from WTOP studios after April 3.

Bigger More Better

Bigger by 120,590 (18.5% MORE) listening families in the daytime and 112,780 (16.1% MORE) listening families at night than in 1946 . . .

. . . WFIL is the only Philadelphia network station to show audience gains both day and night in BMB's 1949 survey.

WFIL has increased its *actual* listening audience by half a million people—both day and night—since 1946. Progress with Philadelphia's most progressive station. Right now, in 1950, WFIL will work night and day to carry your sales message to the largest BONUS AREA in BMB's Philadelphia Report.

Better Buy WFIL . . A BETTER BUY THAN EVER...

WFIL
The Philadelphia Inquirer Station

Represented by THE KATZ AGENCY ABC AFFILIATE

Richards Probe

(Continued from page 24)

he labels his opinions as such."

In response to Mr. Fulton's demand that he produce complaints received by KMPC from listeners, which he was unable to do, Mr. Roberts said he believes news can be cleverly "slanted" so that listeners would not be aware of the fact and the thought desired "subconsciously registered in their minds."

Further Revelation

Under cross-examination, Mr. Roberts said that in direct opposition to Mr. Richards' instructions, David Lilienthal and Bernard Baruch were not always given the worst end of the deal in his broadcasts.

Objecting to what he termed Mr. Fulton's attempt to "smear" Mr. Roberts, FCC chief counsel said the newscaster was not on trial and was not the complainant in the case. Radio News Club was, he reminded.

At the conclusion of Monday's hearing, Mr. Fulton questioned the newsman about files purportedly belonging to Mr. Richards, and cautioned that if he had certain papers, it was illegal and criminal.

Charges by Mr. Ford that Mr. Roberts was being "intimidated" and "impeached" by defense counsel highlighted the Tuesday session.

This developed when Mr. Fulton proposed that FCC chief counsel join him in requesting an official investigation into possible perjury, theft of documents, fraud and false statements before a federal agency by Mr. Roberts.

Mr. Fulton questioned the witness at length on a promotional broadcast he had made for Davis Motor Co. of Van Nuys, Calif., shortly after he left KMPC in 1948.

Released over four California stations via transcription, the broadcast was "strictly advertising," Mr. Roberts maintained when questioned as to whether every statement in it was true. Pressed on one statement in particular, he said he did not know for certain whether it was true any more than he would know "absolutely" about the complete truth of any commercial he might be handed to read on the air. Mr. Fulton contended Mr. Roberts had described a small plant as "massive."

Davis Co. Issue

Under further questioning, Mr. Roberts testified that he was aware of the current Davis Co. probe and that he was also "cooperating with the district attorney."

"Then," said Mr. Fulton, "I now invite counsel for the Commission to join me in asking the examiner to send to the district attorney of Los Angeles County a transcript of all Mr. Roberts' testimony for investigation of possible perjury in this proceeding, possible theft of documents, possible fraud, and possible violation of federal statutes against making false statements in a matter within the jurisdiction of a federal agency."

Mr. Ford angrily rejected the invitation, charging this action was an "attempt to smear the witness."

"This is slander in cross-examination," he said. "Counsel has announced he is trying to impeach this witness and he has had five days to do it."

Charges Intimidation

At Mr. Fulton's request that Examiner Johnson send a transcript of Mr. Roberts' testimony to the Los Angeles County district attorney, Mr. Ford again exclaimed:

"Counsel is trying to intimidate this witness. This is highly improper. I object to this motion and move it be stricken from the record."

Mr. Fulton again interrupted with an offer to strike out all of Mr. Roberts' testimony so that the Commission "won't be in the position of vouching for this witness."

More words followed between Messrs. Fulton and Ford when Mr. Richards' counsel claimed scripts introduced by FCC were property of the station. Mr. Fulton, after securing them for use in questioning, refused to return them to Mr. Ford unless it was specified they belong to KMPC and should remain in his possession when not being used by the FCC examiner. Examiner Johnson finally ordered scripts returned to Mr. Ford with a stipulation that both parties should have free access to all records at all times.

Personal Criticism

Mr. Roberts during earlier cross-examination admitted he expressed personal criticism of the Republican controlled 80th Congress in 1948, "contrary to Richards' orders." He also said he praised the Republicans when he felt they were right.

Beginning a brief redirect examination of Mr. Roberts, FCC chief counsel was sustained in a motion to strike from the record Mr. Fulton's motion that the witness be investigated for perjury.

Under redirect examination, Mr. Roberts read broadcasts he made concerning Gen. Douglas MacArthur for which he claims to have been fired from KMPC because they were not wholly complimentary in accordance with Mr. Richards' orders.

COMING
SOON
SHOWS
THAT
SELL
+ X* = $
*X is the NEW Associated
Program Merchandising Service
Associated
program service
151 WEST 46th ST.
NEW YORK 19

Lauds Richards Stations

COMMENDATION of the public service achievements of the G. A. Richards stations was voiced in a March 16 letter to FCC Chairman Wayne Coy from Clyde A. Lewis, national commander-in-chief of the Veterans of Foreign Wars. The letter, in part, stated ". . . the three stations, particularly WJR Detroit have always given exceptional public service support to the patriotic and Americanism projects of the VFW. . . . It is my opinion that stations are judged by the public service they perform, rather than the private utterances and notes of the principal stockholder."

Telecasting
Insert ➡
Pull Out for Filing

Sets Near 89 Million

(Continued from page 19)

tion of factories not members of RMA, the total number of FM sets produced is estimated as of the present date to be over 5,000,000. This total includes TV sets with FM-band tuners.

In the joint NAB-RMA analysis it was found that 14,500,000 radio and television sets were purchased in 1949. Home radio sets accounted for 7,956,000 of the total, with another 3,964,000 auto radios and 2,594,000 TV sets. The sales figures, of course, are below the actual factory production which consisted of 7,456,000 radios and 3,029,000 TV receivers, with differences accounted for by dealer-distributor stocks.

Last year 78% of all cars manufactured were equipped with radios, a total of 3,964,000 sets that went into autos.

Average for '48-'49

Average number of radio sets, including TV, was 1.70 per home at the end of 1949, the same average as that found for 1948. The ratio of auto sets to cars hit a peak of 88% in 1947 before dropping to the 78% figure for 1949. However, a million more auto sets were turned out in 1949 than in 1947.

In the process of compiling the NAB-RMA figures it was found that some unofficial estimates of the total number of radio homes had been based on misunderstanding of U. S. Census Bureau data.

The Census Bureau estimates there were 42,843,000 families in the United States as of Jan. 1, 1950. It figures that 95% of these families have radios, a total of 40,701,000 radio homes. The bureau's estimate of radio saturation in 1948 was 94.2% of homes.

Radio-home estimates ranging as high as 42,000,000 are believed to have been computed on a Census Bureau estimate of 45,000,000 housing units, but this 45,000,000 figure covers all dwellings whereas only 42,843,000 are actually occupied by families.

The Federal Reserve Board estimates there are 50,000,000 "spending units" in the United States, compared to 42,843,000 families, but this spending unit figure is based on the number of persons who earn income and it does not allow for families having more than one wage earner, according to board officials.

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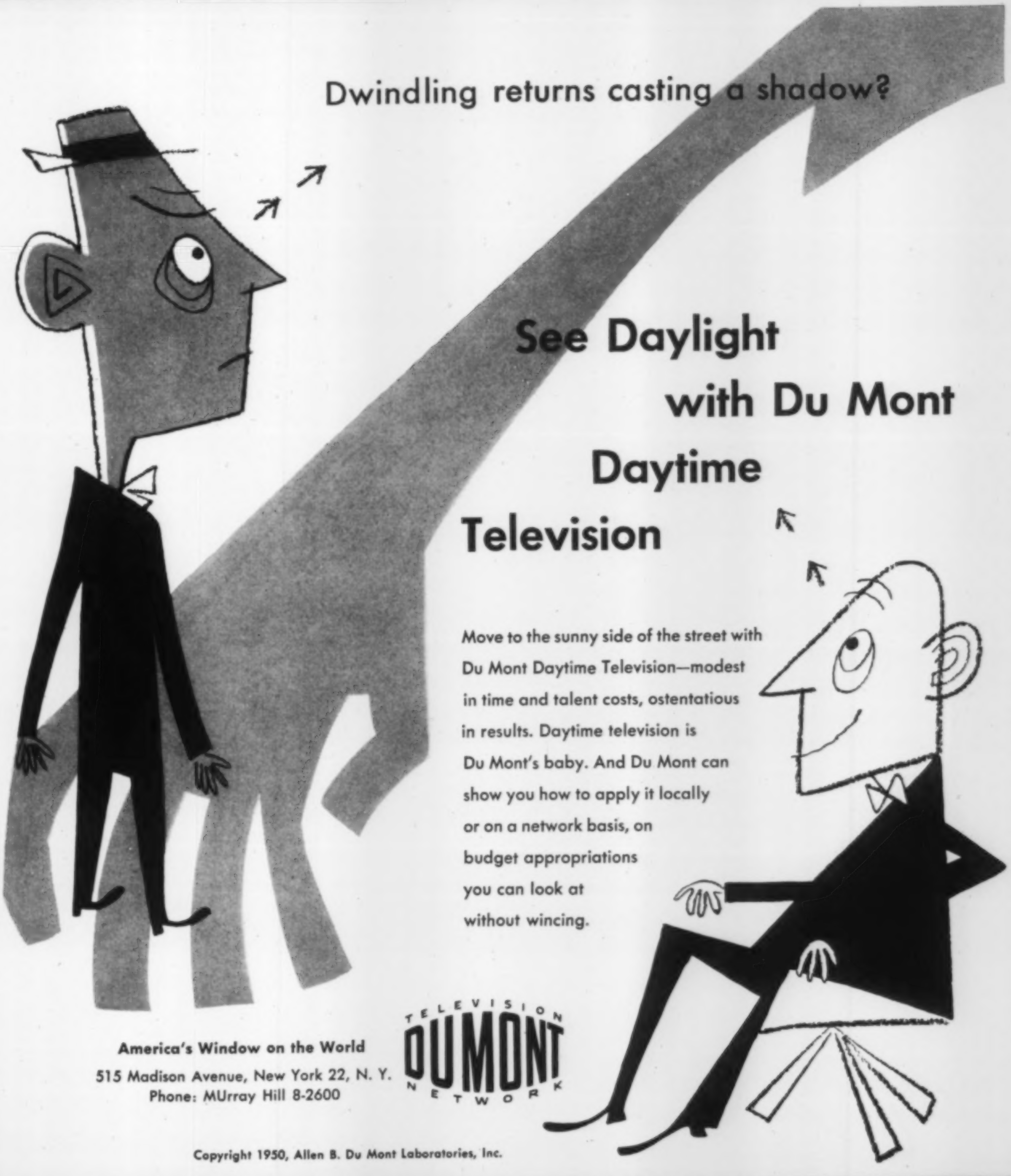
MARCH 27, 1950

TELECASTING

A Service of BROADCASTING Newsweekly

Dwindling returns casting a shadow?



See Daylight with Du Mont Daytime Television

Move to the sunny side of the street with Du Mont Daytime Television—modest in time and talent costs, ostentatious in results. Daytime television is Du Mont's baby. And Du Mont can show you how to apply it locally or on a network basis, on budget appropriations you can look at without wincing.

America's Window on the World

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Phone: MUrray Hill 8-2600

TELEVISION DUMONT NETWORK

Copyright 1950, Allen B. Du Mont Laboratories, Inc.

What's New in Television? **Take a Look at WPTZ!**

Hollywood
Playhouse

the Newest and Most Economical Buy in Television!

THANKS to "Hollywood Playhouse", Philadelphia area television families are watching a full length, feature movie every afternoon. Naturally, it's on WPTZ—another Philadelphia first on Philadelphia's first station.

The 700 or so theatres which run daily matinees in our area attest to the fact that Philadelphians like movies, day or night. And a review of Pulse over the past year shows that feature films on television have averaged a rating of 17.3.

Musicals, detective stories, comedies, dramas now are served daily in thousands of television homes via WPTZ at 2:00 o'clock. Philadelphians like movies and "Hollywood Playhouse" is your calling card to these thousands and thousands of customers.

We don't mean for one visit a day, or two, or three, but six messages each day—*all for the price of a single participation!* Yes, it's WPTZ's new six-for-one "Hollywood Playhouse" package. It's hour long coverage for the cost of a spot! It's the newest and most economical buy in television.

For full information on this "plus" program, drop us a line here at WPTZ or see your NBC Spot Sales representative.

PHILCO TELEVISION BROADCASTING CORPORATION
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Telephone: LOcust 4-2244

WPTZ FIRST IN TELEVISION IN PHILADELPHIA **NBC** TV-AFFILIATE

A Service of Broadcasting Newsweekly

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National Press Bldg.
Washington 4, D. C.

MARCH 27, 1950

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COLOR WINDUP

Mid-April Completion Date Seen

HOPES that FCC may complete its contentious and protracted color television hearing not later than mid-April arose last week as these developments brought the presentation of direct testimony near an end:

● Development of a color set which will receive RCA color transmissions and, without additions, may also receive transmissions by the Color Television Inc. and CBS systems was reported by FCC Comr. Robert F. Jones. He said he had seen such a set but did not say where.

● CBS President Frank Stanton called for a "clean-cut decision" on color "at the earliest possible moment," promised to be airing 20 hours of color weekly within three months after a decision adopting CBS standards, and foresaw a possibility of almost 100% colorcasting in two years. He opposed multiple standards on grounds that public and industry confusion would result and color might be delayed.

● President Joseph H. McConnell of NBC, RCA subsidiary, said NBC would increase its present 8-hour-week schedule of Washington colorcasts to 12 hours a week "immediately" if the RCA system is adopted, and would be networking at least 18 hours a week a year later.

● The outlook for cross-examination dropped from a total of about 30 hours to a little less than 20 when CBS announced it will waive cross-examination altogether. FCC cancelled this week's sessions, but it was hoped direct testimony would be completed early next week if not in last Friday's sessions (see late story page 86), with cross-examination getting underway about April 3-4.

● FCC signified an interest in a lenticular color photography process which had been suggested by W. E. Celestin and which the Commission felt "may be capable of adaptation" to color TV transmission. FCC pointed out, however, that Mr. Celestin must make "actual television tests" and provide "definite information."

Western Union Plans

● Western Union outlined contingent plans for establishment of TV network facilities (video only); and a Bell System representative, appearing at FCC request and speaking on his own behalf on compromises necessary for 6-mc color, said he felt further experimentation was preferable to establishment of a single color standard.

Both Dr. Stanton of CBS and Mr. McConnell of NBC urged adoption of their respective systems.

Though opposed to multiple standards, Dr. Stanton said CBS would cooperate "whole-heartedly" if they are adopted, but was unable to predict the CBS color program if another system is adopted.

Mr. McConnell, said NBC's color program would not be on as broad a scope if non-compatible (CBS) standards were approved.

The NBC executive was questioned sharply by Chairman Wayne Coy on this point. Did he mean, Mr. Coy wanted to know, that NBC would prefer to "follow rather than keep even" in event of standards which would not permit present sets to receive color transmissions in monochrome without adaptation.

Made No Decision

Mr. McConnell reiterated that NBC hadn't reached a decision on the extent of its color programming in that case, except that it couldn't launch as broad a color program as it would if its own compatible system were chosen.

Neither Dr. Stanton nor Mr. McConnell would concede the existence of a workable "combination" set which, as Comr. Jones described it, is based on the RCA system and will also receive CTI color and reportedly may be arranged to receive CBS color—all with no additions to the equipment needed to receive RCA color.

When Comr. Jones asked the CBS president whether he would accept his word that he had seen such a set, Dr. Stanton replied: "I'll take your word for it but I won't take the engineer's word." If such a set existed, he claimed, it would have been—or should have been—exhibited in the hearings before now.

Cites 'Ifs' of Issue

But he conceded that if such a receiver exists, and "if it works and if the cost is right," the public would not be harmed by adoption of dual or multiple standards. At that point he had been contending that approval of more than one system would cause confusion among the public by requiring them to choose "programs" in advance, since they could not receive on

(Continued on Telecasting 16)

* * *

NBC's President McConnell at FCC's color TV hearing.

* * *

Columbia's President Stanton testifies in color sessions.

IN THIS TELECASTING . . .

Mid-April End Seen For Color Hearings 3
Harper Cites TV Marketing Successes 3
Acceptance of ASCAP Revisions Put to Vote 4
AT&T Network Expansion Surveyed 5
Mullen Predicts Increased Use of Film 12

DEPARTMENTS

Film Report 15
Reel Takes 15
On Dotted Line 12
Telefile 6
Telestatus 8

HARPER DEFENDS TV

Cites Marketing Successes

TWO CURRENT appraisals of television—that it is suited only for "big-time" advertisers willing to meet "high price tags," and that its market coverage is "too thin, too sectional"—were challenged last week by Marion Harper Jr., president of McCann-Erickson Inc.

Stressing television in a general media discussion last Thursday before the Radio Executives Club at the Hotel Roosevelt, New York, Mr. Harper found little support for either thesis, which he denied on the basis of other media histories and TV's already established marketing accomplishments.

Mr. Harper

"To the contrary, indeed, there seems every indication that TV is now and will continue to be a strong, valid, new kind of medium qualified . . . for the use of practically any advertiser," Mr. Harper asserted, adding that some observers tend to overlook TV's potential impact.

He cited McCann-Erickson's list of 23 TV clients whose budgets range from $14,000 to over $1 million, and noted that "each of these advertisers is in this medium to accomplish a marketing advance."

He observed further that each uses TV with other media and that most of them can show "good money's worth in sales results."

Mr. Harper coupled his challenge with a plea for more and better media sales case histories in support of his contention that all media can be properly measured only "in the nude" though they are usually seen only "when dressed to kill." His subject was "the naked medium," which he described as "the net, clear demonstrable ability . . . to bring home the kind of bacon the purchaser lives on."

Television is especially suited to take the lead in development of concrete data because it is sharply sectional and homes within any area are readily located to make possible "matched samples" of those homes. This is no longer possible in radio, he added.

He concluded, ". . . until the 'naked medium' itself can be seen and appraised, neither media seller nor media buyer has lived up to his obligation. . . ."

ASCAP REVISIONS

Acceptance Put to Vote

"ACCEPTANCE" of the new ASCAP-government consent decree, which provides changes in the society's licensing procedures with TV stations, will be put to a vote among the organization's some 12,400 members in the next fortnight before ASCAP evolves its revised charter or by-laws.

The charter (articles of association) would then be approved by membership prior to submission to the Justice Dept. for its approval sometime in the next two months.

Meanwhile, TV industry and ASCAP attorneys last week were still weighing the potential ramifications of the new decree which supersedes the 1941 agreement [TELECASTING, March 20].

While they declined to be quoted directly, these opinions appeared to emerge after early consideration of the new decree:

(1) ASCAP's practice of claiming fees for non-ASCAP music programs immediately preceding and following a program using its music apparently would be curtailed.

(2) The conflict between payment for participation and spot programs using ASCAP music still appeared to hang in the balance. ASCAP has exacted payment for commercial participation shows and has contended that use of spots in effect, renders the programs commercial.

TV Licensing Process

(3) Decree spells out procedure which provides for licensing of TV stations by the TV network thus clarifying the radio - as - distinguished-from TV issue. Accordingly ASCAP is restrained from negotiating individually with stations affiliated with any TV network whose commercial programs it carries.

(4) Synchronization—the right of incorporating ASCAP music into motion picture film—and performance rights are plainly separated with one exception.

(5) Performance rights from ASCAP are deemed to carry with them synchronization rights as well where stations record and air delayed broadcasts, such as by kinescope. Generally, the two rights involve clearance from the publisher, acting for the author or composer, and ASCAP.

(6) Previous decree is further clarified to the extent that use of existing motion picture film originally designed for theatre purposes would be excluded from TV, and film prepared for TV performance would not be shown in theatres.

(7) Provision that ASCAP would be prohibited from entering into any contract over five years, such as is now in force with the radio networks. The second ASCAP-radio nine-year contract governing use of the society's music went into effect last Jan. 1. Ruling does not affect the existing contract, however.

(8) ASCAP could not levy different charges for delayed and simultaneous TV programs.

The decree specifically provides that TV stations may clear "at the source" for use of motion pictures and music on network telecasts with ASCAP asked to issue a single license for all performances; enjoins and restrains ASCAP from "requiring or influencing" a broadcaster or telecaster to bargain for a blanket license before negotiating for a per-program license; requires changes in ASCAP membership eligibility, and cease "monopolistic" practices in licensing of foreign music in the U. S.

New Scene Changer

NEW technique to change from one TV scene to another, a "horizontal wipe" as used in movies, has been made possible by John Wilner, director of engineering for WBAL-TV Baltimore. The electronic device developed by Mr. Wilner to produce the change permits two sources of TV signals to occupy the same space usually taken by a single camera signal. Device was introduced by WBAL-TV on March 11 birthday show.

SADLAK TAX STAND

Says TV Needs Encouragement

THE TELEVISION industry needs encouragement "not a tax burden to retard (its) progress," Rep. Antoni N. Sadlak (R-Conn.) told his House colleagues last week. His statement came in connection with his announced stand against the administration's proposed tax on TV sets.

Rep. Sadlak also offered for Congressmen's inspection an editorial printed by the Bridgeport (Conn.) *Sunday Herald*, entitled "Television Revolution Will Be Digested Too." Editorial points out the art of video is slowly becoming "another adjunct to a full life" and parental objection to TV is decreasing because as time goes on "selectivity returns, even to children . . ."

ASCAP LICENSES

Extend Interim Basis To May 1

ASCAP representatives and a TV broadcasters committee have agreed to extend stations' interim per-program licenses from April 1 to May 1 and also have deferred further negotiations on license terms until later next month.

This action resulted from two-day sessions of the society's officials and the telecasters' committee meeting in New York March 15 and 16. It was the first conference since negotiations were held last December [TELECASTING, Dec. 12, 5, 1949] when committee members settled on indefinite extension of TV licenses.

Attending this month's meetings was a subcommittee composed of Dwight Martin, vice president and general manager, Crosley Broadcasting Corp.; Roger Clipp, WFIL-TV Philadelphia; Howard Lane, Field Enterprises Inc., Chicago, and Stuart Sprague, attorney for TV broadcasters. Fred Ahlert, ASCAP president, also sat in briefly at the meetings.

Considerable discussion on per-program license terms produced "nothing acceptable" by either ASCAP or industry representatives, Mr. Sprague reported after the meetings. Also aired was the recent ASCAP-government agreement, which directs changes in the society's licensing methods for TV stations and provides for a single license for all performances of a motion picture or entire network telecasts [TELECASTING, March 20].

Provides Court Review

Conferees generally felt, Mr. Sprague said, that the new agreement will serve to implement provisions of the original 1941 decree with respect to per-program licenses subjecting any rate disputes to court review.

ASCAP and TV broadcasters will convene again sometime after mid-April. Negotiations will resume pending the return of Mr. Ahlert from the West Coast and the convenience of committee members.

Mr. Sprague said that 11 network owned-and-operated TV outlets currently hold blanket licenses for ASCAP music, while substantially all of the remaining active video stations are on an interim basis.

The present interim fee scale ranges from $50 to $250 per month, based on station income. Scale provides that TV stations with gross revenue from non-network advertisers of under $50,000 pay $50 per month; those with annual gross of $50,000 to $150,000 pay $100 monthly; from $150,000 to $300,000, $175 monthly and over $300,000, $250 per month.

Adjustments on fees now being paid will be made once per-program license terms are set and accepted by the stations. Fees are retroactive to Jan. 1, 1949.

ALDEN JAMES (seated center), director of advertising, P. Lorillard Co., was the guest of NARSR's first TV clinic held in New York last month. Luncheon group includes (l to r): Seated—Keith Kiggins, Edward Petry & Co. Inc.; T. F. Flanagan, managing director, NARSR; Mr. James; Jack Brook, Free & Peters Inc.; Fred F. Hague, George P. Hollingbery Co.; standing—Russell Walker, John E. Pearson Co.; Don Kearney, The Katz Agency Inc.; Lewis H. Avery, Avery-Knodel Inc.; Norman Farrell, Weed & Co.; Ted Kruglak, The Katz Agency; John Porterfield, Paul H. Raymer Co. Inc., and William Faber of Headley-Reed.

Cable and Relay to Triple Size of Present Connected Audience in Year...

The Outlook as AT&T's Network Expands

By J. FRANK BEATTY

TELEVISION sponsors will have a vastly expanded audience available via network cable and relay facilities when the fall-winter season opens next autumn.

Under the Bell System intercity construction program, TV advertisers will be able to use a network running from Boston to Jacksonville, Fla., on the east; across the south to Atlanta, Memphis and Birmingham, and bounded on the west by Kansas City, Omaha and Minneapolis-St. Paul (see map).

On the West Coast a microwave relay will connect Los Angeles and San Francisco.

This greatly broadened service area for live TV networking will be accompanied by advances in TV recording processes and program sources, bringing to viewers improved sight-sound quality far in advance of that available in the fall of 1949.

The TV audience available next fall via interconnected network will be nearly triple that of last October, judging by estimates of the audience reached at that time and the audience to be available next autumn.

When the 1949 autumn-winter season opened, the interconnected Bell System network operating in the eastern half of the country was able to serve fewer than 2 million TV sets, according to industry estimates. At that time set production was starting to skyrocket. The pace has continued to increase right into the early spring weeks and weekly TV set output now is over the 100,000 mark.

Audience Grows

Total TV circulation is nearing 5 million. As the cable and microwave facilities of Bell System continue to reach into new areas, the audience reached by the network grows accordingly.

By next October, when the present networking construction program is to be nearly complete, the TV stations linked by coaxial and microwave facilities will be serving an estimated 5½ million video receivers with chance that the figure will exceed 6 million if present factory output and dealer sales continue to mount.

Latest additions to the Bell System network are a microwave link from Richmond to Norfolk, Va., and a coaxial extension from St. Louis to Memphis.

Scheduled for summer completion are microwave relays expanding New York-Chicago service, via Philadelphia, Pittsburgh, Cleveland and Toledo; Pittsburgh-Johnstown, Pa., microwave; more New York-Washington service by microwave.

September completions, under Bell System's schedule, are to include more Washington-Richmond coaxial facilities; coaxial service from Richmond to Charlotte, N. C., and Charlotte to Birmingham via Jacksonville and Atlanta.

In October the telephone company plans to add Dayton-Indianapolis microwave; Indianapolis-Louisville coaxial; Chicago-Des Moines microwave; Des Moines-Minneapolis coaxial; Des Moines-Omaha microwave; Omaha-Kansas City coaxial. Ames, Iowa, will be added in December.

The Los Angeles-San Francisco radio relay, consisting of two northbound channels, is scheduled to open in September.

Microwave Link Underway

Construction of a cross-country microwave link from Omaha to San Francisco is in the early stages, according to AT&T officials. Engineering work is underway and much of the basic construction work has progressed into Colorado, it is understood.

AT&T will not hazard a guess on the date this telephone facility will be open to TV, providing an interconnected transcontinental network. Some informal estimates have suggested possible completion in 1951 but AT&T says its own planning officials have no idea when the channels can be opened. Best guess is that the channels will be opened to TV some time in 1952, assuming there is a demand for what obviously will be an expensive service.

Transcontinental Service

Some regional telephone company officials have been quoted as saying transcontinental service can be provided within months by installing relay and terminal facilities on the southern cable running from Atlanta through Dallas-Fort Worth (with Houston leg), to El Paso and Phoenix to Los Angeles.

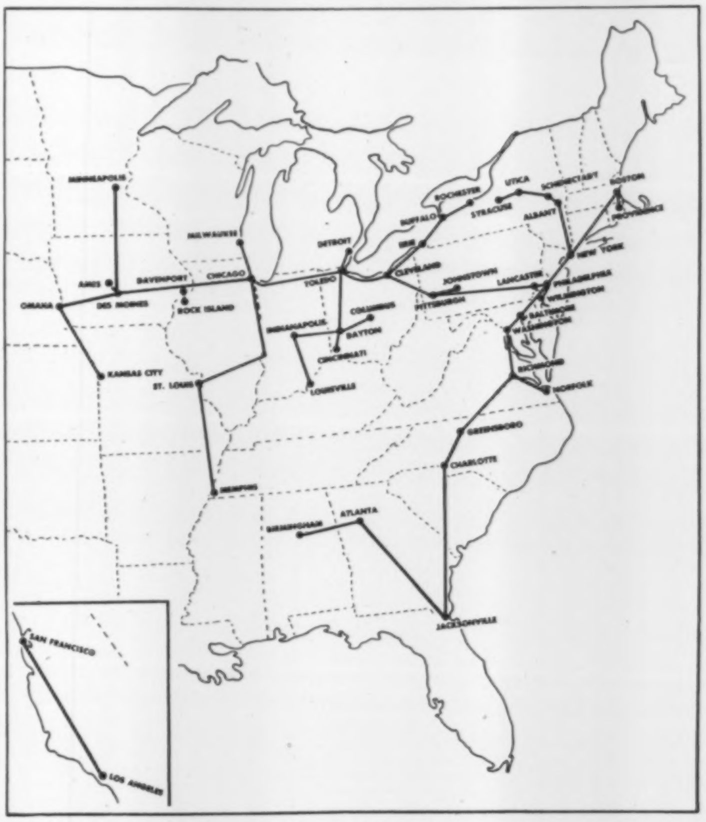
At AT&T headquarters, however, it is pointed out that the job adapting the cable to television requires vast amounts of equipment and installation expense. They appear to doubt if there is a present demand for this service that would justify the cost.

While Bell System is engaged in its extensive 1950 coaxial-microwave construction it also is expanding present facilities by adding channels and providing two-way service in a number of cases.

* * *

BELL SYSTEM TELEVISION NETWORK ROUTES

(Planned for completion by Oct. 1, 1950)



Note—Includes both coaxial cable and microwave relay. Ames, Ia., link to be ready by Dec. 1, 1950.

Present coaxial facilities are rated by AT&T at 2.7 mc bandwidth, a limitation that has brought frequent complaints about quality of the signal transmitted. Radio relay facilities are rated at about 4 mc.

According to AT&T, 47% of its TV network channels will be microwave by the end of 1950 and the remaining facilities will be coaxial cable. It was indicated informally that first TV channels have been of the coaxial type because cables already existed and conversion to TV was easier and quicker than construction of new microwave towers and related facilities.

In two or three years, according to AT&T, as much as 75% of the network will be of the microwave type.

And what about cities that won't be connected to the eastern network or the California link under the 1950 AT&T construction program?

Texas telecasters have informed TELECASTING they see little chance of network service in the next two years. The same situation applies in the case of Oklahoma City, Phoenix, Albuquerque and other areas. Miami is less than 300 miles from the Jacksonville connection but AT&T isn't expected to install TV equipment on the existing telephone cable until service is ordered by a subscriber.

Concerned Over Cost

Telecasters in many cities told TELECASTING they were concerned over cost of the service, especially with the improvement in sight-sound recording techniques.

In one city, where service will soon be installed, two operators voiced concern over the cost of the cable and the inconvenience of sharing channels. They also commented on the problem of constantly changing from network to recorded telecasts and the danger of audience dissatisfaction.

Some stations said they hoped the cable never comes to town. If costs run as high as predicted, they agreed, recorded and local programs are fine.

Lewis Allen Weiss, chairman of the board, Don Lee network on the West Coast, said the charge "for a one-way service from the South to the North on an eight-hour day will run approximately $15,000 per month which, under present conditions, would make that cost prohibitive to us."

Rex Schepp, president and general manager of KPHO-TV Phoenix, said, "Frankly, we think it will be quite a while before the cable is

(Continued on Telecasting 17)

Telefile:

Two Years of Accomplishment For The 'Tribune's'

WGN-TV CHICAGO

A YEAR AGO, Frank P. Schreiber, manager of *Chicago Tribune* broadcasting activities, generalized about television as he surveyed a year of achievement by WGN-TV Chicago, youngest of the illustrious *Tribune* offsprings.

"An open mind; the courage to take a chance; the ability to learn quickly from trial and error—these are television's prime requisites," he declared.

Last week, Mr. Schreiber was more specific as he spoke with pride of the approaching second anniversary of WGN-TV. He called the station "our more glamorous and beautiful baby."

"Much emphasis" is put on WGN-TV in the current multi-million dollar building program of WGN Inc., he revealed. Mr. Schreiber cautiously added, however, that AM facilities likewise are being improved and WGN's overall expansion program "exemplifies faith in the future of both radio and television."

Nevertheless, observers see in Mr. Schreiber's enthusiasm for television an indication that, in WGN-TV, the *Tribune* has as great a money-maker in the TV field as WGN is among AM operations. With 105 local advertisers; every minute of its five sports programs sold out; success stories and testimonials coming in by the dozens; more viewers for such pooled telecasts as the World Series than for all other Chicago TV stations combined—this two-year-old "baby" seems to have hit its stride.

WGN-TV was a million-dollar investment even before it took the air April 5, 1948. Its premiere, in WGN's famous radio theatre—Studio One—featured a parade of the best talent then available in Chicago, plus speeches by a United States Senator, the governor of Illinois, and the mayor of Chicago. There were 17,000 receivers in the Chicago area at the time.

With the influential *Tribune* promoting it to the hilt, WGN-TV was an important factor in bringing up receiver sales in the Chicago area by nearly 100,000 during the station's first year of operation. The *Tribune* not only published a record-breaking television edition on the eve of WGN-TV's premiere, but earlier had invited hundreds of Chicagoland dealers to a "TV Open House."

Heavy Opening Schedule

Station started out with an unprecedented schedule of 42 hours weekly. Such events as the International Golden Gloves, Chicago Cubs baseball games, exclusive White Sox baseball telecasts, other local sports features and special programs were included in the first month's operation. Succeeding months brought Chicago televiewers the Alexander Korda productions. President Truman was televised the first time in Chicago when he appeared at the Swedish Pioneer Centennial.

The summer of 1948 brought the first telecast Big League night baseball games, as well as the nation's first complete 154-game major league schedule. Other midsummer highlights were from the Chicago Railroad Fair and a Lincoln Festival in nearby Park Ridge, Ill. In August, WGN-TV was a natural selection to telecast two mammoth *Tribune* extravaganzas — the Chicagoland Music Festival and the All-Star Football game. The latter drew an estimated 500,000 viewers.

Throughout its two years, WGN-TV's *Chicagoland Newsreel* has been one of the station's most popular offerings. It is the only locally prepared TV newsreel, with 35 commercial spots in 10 showings per week. With a large staff of photographers and technicians, many of them *Tribune* news-trained, *Chicagoland Newsreel* is one of the most costly TV projects in the nation, but Chicagoans hail it as an unrivaled public service, giving them their only opportunity to *see* the city from all aspects.

In late August 1948 the station joined DuMont network, and in November became affiliated with CBS-TV as well. DuMont's *Original Amateur Hour*, plus Friday night wrestling and CBS' *Toast of the Town*, were among the first eastern network shows to be seen in Chicago by tele-transcription.

On Jan. 11, 1949, WGN-TV joined other Chicago video outlets in the first telecast on the east-midwest cable, and the next day started its regular schedule of eastern telecasts from CBS and DuMont.

Other memorable telecasts of the first year were Roy Rogers' Rodeo, International Livestock Exposition, National Television and Electrical Living Show and the International Kennel Club Dog Show.

* * *

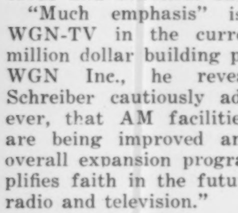
AS if in preparation for its first anniversary celebration, the station averaged 51 hours per week on the air during March 1949, and increased its weekly commercial time to 60%, as compared with 24% at the outset. The average March program week broke down as follows: 29% live studio shows; 15% remotes (outside the studio); 30% film; 26% network feeds.

In step with program and commercial developments, WGN-TV made long strides engineering-wise during the latter part of its first 12 months, and early in its second year moved its antenna tower and transmitter from a temporary location at the Chicago Daily News Bldg. to Tribune Tower. However, delays in construction of a spacious new WGN building, adjacent to the "Tower," made it impossible to move all of WGN-TV's facilities from the Daily News Bldg. until recently.

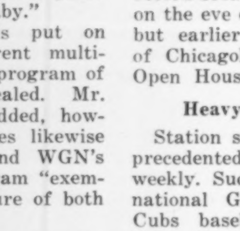
The 100-foot combination TV-FM antenna, supported by a steel mast rising 33 feet above Tribune Tower, puts the top of the present antenna 610 feet above ground level. This represents an increase of more than 180 feet over the height of the temporary installation. The station is on Channel 9 (186-192 mc) with 7.2 kw aural, 11.2 kw visual.

Station started its new year with a full Chicago Cubs schedule and exclusive White Sox baseball telecasts. Chicago retailers became increasingly active as the station promoted its "second year on the air." Rosen's Men's Wear took on Friday night boxing and reported sales increases from the first telecast. By the third week enough customers were brought in by TV for this advertiser to break even.

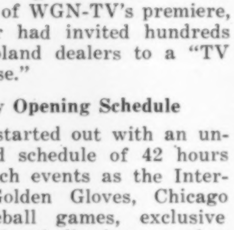
One of the most encouraging reports of the station's new year came late in April when *Mystery Players* was shown by two rating services to be only two points be-



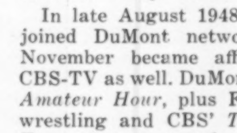
Mr. MEYERS



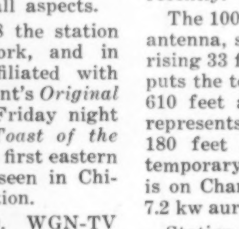
Mr. COOK



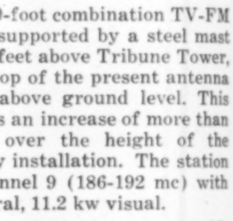
Mr. SCHREIBER



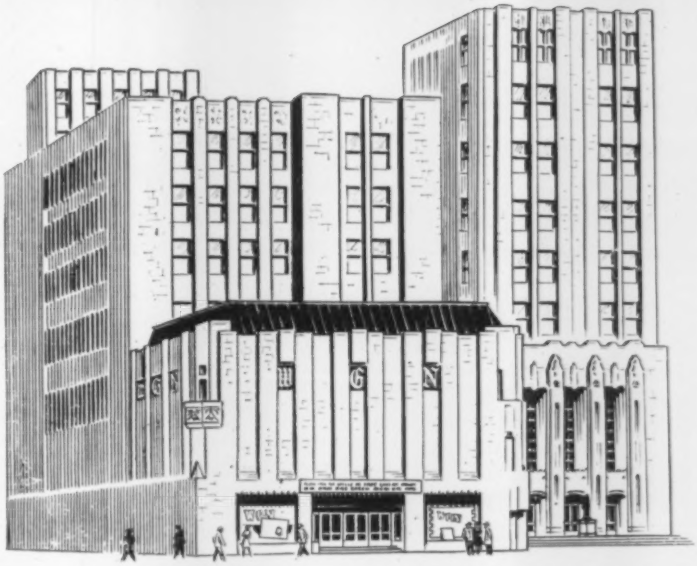
Mr. BROOKS



Mr. FARAGHAN



Mr. BRICKHOUSE



This new building, housing WGN-TV as well as other Tribune *broadcasting operations, is nearing completion on property adjacent to Tribune Tower.*

* * *

hind the second highest rated network drama in the nation, and well ahead of all other local productions of this type. That same month the station started wooing women's audiences with a Friday afternoon show sponsored by a ladies' foundation manufacturer. It was the first time in the Midwest that such a concern had used television to promote the sale of its products.

In June a rating group gave the station occasion to crow when it revealed the results of a survey showing what products viewers had purchased after seeing them advertised on television. The top four products were all network advertised, but the fifth product was WGN-TV advertised Tavern Pale Beer. Two places below Tavern Pale was Dad's Root Beer, an advertiser that allocated 50% of its appropriation to WGN-TV.

During this same month station officials were pleased when DuMont offered a commercially sponsored, hour-long Saturday night variety show, *Cavalcade of Stars.* WGN-TV had planned to leave the CBS-TV network by fall, so this program-building by DuMont fitted nicely into its plans. Walgreen Drug Co. picked up the local tie-ins.

By August another survey revealed that five out of the top six TV shows in the country were on WGN-TV, and nine out of the highest 13 were telecast by the station. Important from the local advertisers' viewpoint was that five programs were local WGN-TV originations.

* * *

LAST fall WGN-TV gradually moved into prominence as one of the nation's most successful "local" operations. It leveled off with more than 85% of its time non-network and 67% commercial. By October its local status became even stronger when it was revealed that commercial programming from two networks accounted for only 11% of all its time. When CBS-TV was dropped later that month, station had only four hours of unsold time during the period 6:30-11 p.m., Monday through Sunday.

Early this year *Chicago Cooks with Barbara Barkley* loomed as one of the nation's most successful TV shows. Mail count of 3,015 in November and 3,350 in December moved up to 5,098 in January and had passed 6,700 by the third week of February. Starting as two half-hour shows per week, *Barbara Barkley* now has five 45-minute shows weekly with 31 announcements paid for by 19 clients. All of Friday's show, plus one announcement on Wednesday, is sponsored by Kelvinator, which recently was moved to send in a testimonial letter.

"We have received more direct returns from this program than from any other advertising we have used," wrote A. G. Whitmer, advertising and sales promotion manager. "Our advertising dollar spent in television has gone further than in any other medium. The direct results from the use of this program have far exceeded our expectations and we wish to compliment your organization on a job well done."

Another recent commercial achievement was the avalanche of votes pulled by a contest to select "Miss Tavern Pale of 1949." A total of 1,642,000 ballots were received, and the sponsor, Tavern Pale Beer, has started another contest for 1950.

One advertiser tried WGN-TV for a test last year and soon found it necessary to expand from a 4,000 sq. ft. location with three employes to a 25,000 sq. ft. layout with 70 people. Dulane Inc., a 1949 newcomer in the electrical cooking appliance field, uses Harold Isbell, with 26 years of broadcast experience, on both *Spell with Isbell* and *Stop, Look, and Learn.* Dulane plans to put the Isbell shows on the network to back nation-wide distribution.

"Although we sold only 100 units in January 1949, our October sales were 15,000 units," wrote Robert Dusek, president. "Television is ideal for the little fellow with the modest income. The only city in which we purchased advertising was Chicago. Sales in Chicago have soared four times faster than in other major cities."

WGN-TV now is on the air 57 hours a week. Its hourly live rates range from $750 (Class A) to $375 (Class C).

* * *

STATION soon will be settled in headquarters equal to any in the world. Seven of the 14 studios now available or under construction in the new WGN Bldg. will be used for TV. Largest will be Studio One, for many years scene of WGN's *Chicago Theatre of the Air.* This famous radio meeting place, with a marquee on Michigan Blvd., now is being remodeled for TV as well as AM.

An outdoor bandshell — transplanted indoors—would quite logically describe the recently opened Studio 5A. Three stories high at one end, one-and-a-half at the other, it contains a complete bandshell and is planned for broadcasts of symphony orchestras, large bands and other over-sized productions. A floating studio, it is 41 ft. wide and 70 ft. long. A client's booth, 23 x 9 ft., can accommodate 25 persons. Permanent seats will not be installed on the main floor of this studio, making it as flexible as possible, but 250 portable chairs are available.

Another studio now ready is 6A, also built on the floating principle. It is 24 x 50 x 22 ft. and is encircled by a catwalk 15 feet from the floor to provide additional space for scenery, lights and other equipment. Lighting is accomplished by 12 banks of fluorescent tubes suspended from the ceiling on accordion-like supports. They can be adjusted to any level from 5 to 20 feet from the floor. Additional banks of special lights rated up to 2,000 watts are mounted on floor dollies.

An ultra-modern kitchen has been permanently installed in Studio 6A for use in afternoon programs designed for homemakers. It has a 1950 model electric range, deep freeze, refrigerator, double sink and lighted cabinets. At least five other stage sets can be dovetailed into this studio simultaneously for one or several shows.

The only other TV studio completed is 6B, a unique music and organ room. The organ installation is a $50,000 project in itself. Only the console is visible. Pipes and shutters have been concealed behind a perforated wall, creating the illusion of sound permeating the studio from the innermost recesses. Two stories high, Studio 6B, which measures 33x45 ft., will also be used for AM.

WGN-TV's staff of 115 is headed by Mr. Schreiber, a *Tribune* man for more than 30 years. He covered sports for the newspaper as early as 1918 while in high school. Within 10 years he was named assistant general purchasing agent of the *Tribune* company, and three years later joined WGN as public relations director. He has been in charge of all WGN Inc. broadcasting operations since September 1940.

Director of engineering for WGN-TV, as well as the *Tribune's* AM and FM stations, is Carl J. Meyers. His first assignment on joining WGN in 1925 was to re-

(Continued on Telecasting 18)

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From WGN-TV's new Studio 6A Barbara Barkley (l background) presides over Chicago Cooks With Barbara Barkley.

Telestatus

Caldwell Estimates TV Investment

(Report 104)

TELEVISION INDUSTRY, despite its relatively tender years, already represents an investment of over $2.5 billion. This estimate was released last week by Dr. Orestes H. Caldwell, former U. S. Radio Commissioner and now editor of the Caldwell-Clements magazines, *Tele-Tech* and *Radio & Television Retailing*.

Dr. Caldwell figures that the approximately 5 million television sets, with their installation costs, repairs, etc., make up the bulk of the investment—$2 billion. With their inventories and places of business, TV dealers and distributors represent approximately $300 million. Another $100 million may be added for television service.

The 101 television stations now on the air represent an investment of approximately $50 million, Dr. Caldwell estimates, with another $50 million invested in coaxial cable.

Adding the huge sums that the television industry has spent in research, patents, FCC hearings, legal controversies, etc., Dr. Caldwell feels that another $50 million is easily accounted for.

Combining all these items, Dr. Caldwell sets the present television investment at $2,680,000,000. By the end of 1950, he estimates this total will have increased to $4.5 billion.

* * *

ARB Expansion To Issue Monthly Report

EXPANSION of service to two new cities and the proposed issuance of a national television rating were announced last week by American Research Bureau, Washington.

The first issue of "The United States Television Audience" is slated for release in October, according to James W. Seiler, ARB director. The report will be issued monthly thereafter and will be based on a probability sample representing all television homes in the U. S. Network program audiences will be shown in terms of actual number of homes and men, women and children viewing.

The ARB diary method is to be used with the diaries placed in all TV areas—urban and rural—on the basis of actual set ownership. An entirely new sample will be selected for each month's report.

As in the case of ARB city reports, audience duplication, cumulative audience, audience composition and data flow will be available.

Two new areas have been added for regular city reports—Cleveland and Chicago. City reports hereafter will be issued monthly for New York, Philadelphia and Chicago and quarterly for Baltimore, Washington and Cleveland. First reports for the two new cities will be released next month.

Top television shows in New York and Philadelphia during the March 1-8 test week are reported by American Research Bureau as follows:

NEW YORK	
1. Star Theatre	68.8
2. Toast of Town	60.6
3. Talent Scouts	57.6
4. The Goldbergs	53.3
5. Godfrey and Friends	50.7
6. Studio One	41.1
7. Saturday Revue	38.3
8. Boxing—N.Y. (NBC Fri.)	35.8
9. Children's Hour	33.8
10. The Lone Ranger	32.4

PHILADELPHIA	
1. Star Theatre	78.4
2. Talent Scouts	69.8
3. Toast of Town	63.4
4. Boxing—N.Y. (NBC Fri.)	63.0
5. Godfrey and Friends	56.6
6. Cavalcade of Stars	55.9
7. Film Theatre (WFIL-TV Sun.)	52.8
8. Lights Out	51.7
9. Stop the Music	50.6
10. The Goldbergs	50.1

* * *

Three Video Outlets Revise Rate Structure

WABD(TV) New York raises its Class A time rate from $1,500 to $2,000 an hour, effective April 1. Class A time is 6:30 p.m. to 11 p.m. Monday through Friday, 12 noon to 11 p.m. Saturday and Sunday.

KFI-TV Los Angeles, moving into nighttime operation, has announced the following basic rate structure: Hourly rate, $300; one-minute announcement, $52.50; participation, $60.

Station's daytime rates remain the same—$210 per hour; $35 for one-minute or less; $40 per participation.

On March 19 the rate structure of WEWS (TV) Cleveland was revised. New rate for one hour of Class A air-time (7-11 p.m. Monday through Saturday and 4-11 p.m. Sunday) is $600, including use of studio facilities. Old rate for the same time and facilities was $500.

* * *

WHIO-TV Dayton Surveys Student Viewing

IN A recent survey at Madison Trotwood Elementary School, Dayton, Ohio, it was found by WHIO-TV Dayton that over 35% of the students have television sets in their homes. Another 7% visit neighbors regularly to watch TV.

Among the children in set owning families it was found that almost 90% of them now stay home more than before the TV set entered the home. First choice in programs among the small fry was *Hopalong Casidy*, WHIO-TV reports. *The Lone Ranger* and *Texaco Star Theatre* ranked second and third, respectively. Average viewing is reported as better than four hours per day per child.

Children also were asked for any comments from their parents. Most freqeunt one reported was that television should remind children when to go to bed. Another was that alcoholic beverages and tobacco should not be advertised until after 8 or 8:30 p.m.

* * *

States File Bills Governing TV in Cars

BILLS governing the use of television in motor vehicles have been introduced for legislative action in Massachusetts, Mississippi, New York and Virginia, according to the legislative reporting service of the Automobile Manufacturers' Assn.

The bill filed in Virgina would make it unlawful for anyone to install any TV set in automobile, truck, bus or other vehicle where it would be visible to the driver. In New York, a bill would make it unlawful to equip or operate a motor vehicle with a television receiving unit. The Mississippi bill would make it unlawful to install a TV set in any motor vehicle. And in Massachusetts, the bill reads that no person shall drive any motor vehicle equipped with any TV viewer, screen or other means of visually receiving a telecast which is located in the motor vehicle at any point forward of the back of the driver's seat, or which is visible to the driver while operating the motor vehicle.

Weekly Television Summary—March 27, 1950 TELECASTING Survey

City	Outlets On Air	Number Sets
Albuquerque	KOB-TV	2,475
Ames	WOI-TV	5,611
Atlanta	WAGA-TV, WSB-TV	31,500
Baltimore	WAAM, WBAL-TV, WMAR-TV	146,191
Binghamton	WNBF-TV	10,320
Birmingham	WAFM-TV, WBRC-TV	12,070
Bloomington	WTTV	5,000
Boston	WBZ-TV, WNAC-TV	276,930
Buffalo	WBEN-TV	75,693
Charlotte	WBTV	12,169
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	386,018
Cincinnati	WCPO-TV, WKRC-TV, WLWT	92,900
Cleveland	WEWS, WNBK, WXEL	176,474
Columbus	WBNS-TV, WLWC, WTVN	49,600
Dallas, Ft. Worth	KBTV, KRLD-TV, WBAP-TV	43,790
Davenport	WOC-TV	8,325
Quad Cities:	Includes Davenport, Moline, Rock Island, East Moline	
Dayton	WHIO-TV, WLWD	42,900
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	191,430
Erie	WICU	32,532
Ft. Worth-Dallas	WBAP-TV, KBTV, KRLD-TV	43,790
Grand Rapids	WLAV-TV	23,200
Greensboro	WFMY-TV	9,557
Houston	KLEE-TV	17,500
Huntington-Charleston	WSAZ-TV	6,578
Indianapolis	WFBM-TV	30,000
Jacksonville	WMBR-TV	8,200
Johnstown	WJAC-TV	16,560
Kalamazoo-Battle Creek	.. ..	8,046
Kansas City	WDAF-TV	28,901
Lancaster*	WGAL-TV	35,563

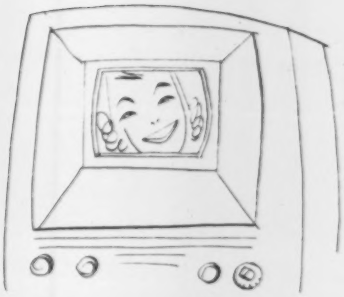
* Lancaster and contiguous areas.

** New station in this report.

City	Outlets on Air	Number Sets
Los Angeles	KLAC-TV, KNBH, KTLA, KTSL, KFI-TV, KTTV, KECA-TV	448,737
Louisville	WAVE-TV, WHAS-TV**	25,901
Memphis	WMCT	24,172
Miami	WTVJ	20,125
Milwaukee	WTMJ-TV	89,419
Minn-St. Paul	KSTP-TV, WTCN-TV	74,900
Nashville	....	25
New Haven	WNHC-TV	71,100
New Orleans	WDSU-TV	19,897
New York	WABD, WCBS-TV, WJZ-TV, WNBT, WOR-TV, WPIX	1,060,000
Newark	WATV	Incl. in N. Y. Estimate
Norfolk	....	4,192
Oklahoma City	WKY-TV	21,541
Omaha	WOW-TV, KMTV	19,107
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	405,000
Phoenix	KPHO-TV	4,500
Pittsburgh	WDTV	80,000
Portland, Ore.	.. ..	887
Providence	WJAR-TV	34,125
Richmond	WTVR	23,581
Rochester	WHAM-TV	31,056
Salt Lake City	KDYL-TV, KSL-TV	11,000
San Antonio	KEYL, WOAI-TV	12,133
San Diego	KFMB-TV	23,160
San Francisco	KGO-TV, KPIX, KRON-TV	43,442
Schenectady	WRGB	62,500
Seattle	KING-TV	24,450
St. Louis	KSD-TV	101,254
Syracuse	WHEN, WSYR-TV	33,758
Toledo	WSPD-TV	37,000
Tulsa	KOTV	16,730
Utica-Rome	WKTV	9,300
Washington	WMAL-TV, WNBW, WOIC, WTTG	109,360
Wilmington	WDEL-TV	30,322

Total Markets on Air 59   Stations on Air 102   Sets in Use 4,658,757

Editor's Note: Sources of set estimates are based on data available from dealers, distributors, TV Circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas is necessarily approximate.



Every survey has shown WSB-TV to be the overwhelming choice of viewers in the Atlanta market. Latest report—*by more than 2 to 1.*

Note to Advertisers and Advertising Agencies: *If your television plans include Atlanta, get the full facts from your Petry man.*

wsb-tv

ON PEACHTREE STREET

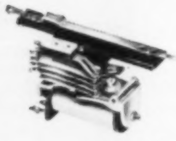
Owned and operated by The Atlanta Journal Co.
Represented nationally by Edw. Petry & Co., Inc.

New Era in Video

-via REMOTE

This Relay Switching System does what RCA's Audio Relay Systems have

Complex TV program continuity is reduced to a simple push-button operation with an RCA TS-20A System.



This video relay system removes all switching restrictions from equipment operations. It imposes no limitation on equipment installation—no matter where you set up your units. It provides unlimited flexibility—enables you to add facilities as your station grows, *without losing a penny's worth of your original equipment investment.*

Actual switching in the RCA TS-20A system is done by d-c operated relays *located in the video line itself!* Designed by RCA for this special service, these relays are controlled by simple d-c lines from any point you choose. No expensive coaxial line required to and from control points. No extra cable connectors needed. You can rack-mount the relays wherever you want them. You can set up your control positions wherever you like. There are circuit provisions for sync interlocks and for tally lights.

The RCA TS-20 System provides complete master or studio facilities for program monitoring, production talk-back, and video switching between studio camera, film camera, remote pick-up and network programs. For example, you can fade or lap

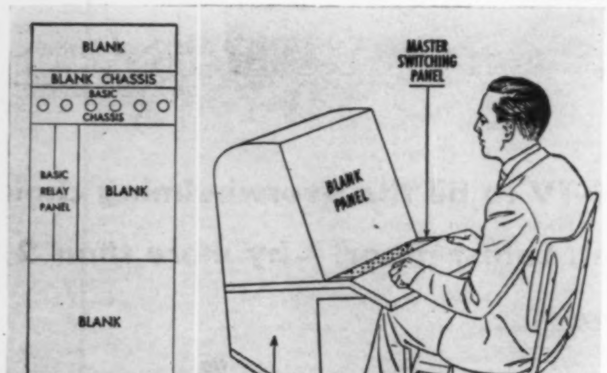
TELEVISION BROADCAST EQUIPMENT

RADIO CORPORATION of AMERICA

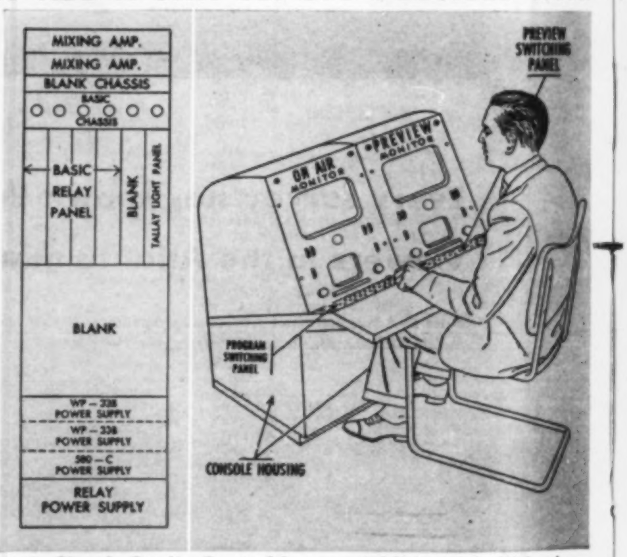
ENGINEERING PRODUCTS DEPARTMENT, CAMDEN, N.J.

In Canada: RCA VICTOR Company Limited, Montreal

3 OF THE MANY ADD-A-UNIT SET-UPS POSSIBLE WITH


BLANK
BLANK CHASSIS
BASIC CHASSIS
BASIC RELAY PANEL
BLANK
BLANK
580-C POWER SUPPLY
RELAY POWER SUPPLY
MASTER SWITCHING PANEL
BLANK PANEL
CONSOLE HOUSING

1. Minimum Master Control arrangement. Combines simple operation with economy. Provides switching of 6 inputs to either of 2 outputs.


MIXING AMP.
MIXING AMP.
BLANK CHASSIS
BASIC CHASSIS
BASIC RELAY PANEL
BLANK
TALLY LIGHT PANEL
BLANK
WP-33B POWER SUPPLY
WP-33B POWER SUPPLY
580-C POWER SUPPLY
RELAY POWER SUPPLY
PREVIEW SWITCHING PANEL
ON AIR MONITOR
PREVIEW MONITOR
PROGRAM SWITCHING PANEL
CONSOLE HOUSING

2. Simple Studio Control layout. Additional facilities include: Preview monitoring and line monitoring, fades, lap dissolves, and superimposition.

Switching RELAYS!

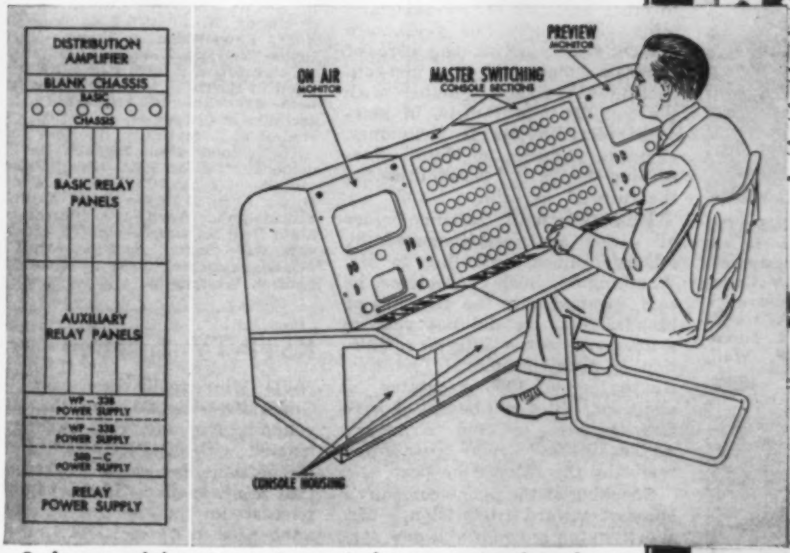
for TV master or studio control done for aural broadcasting.

dissolve between studios. You can set up for program previewing and other monitoring functions (up to 5 program monitors available). You can combine the TS-20A System with audio switching *and presetting*, so that the sound switches with the picture *automatically!*

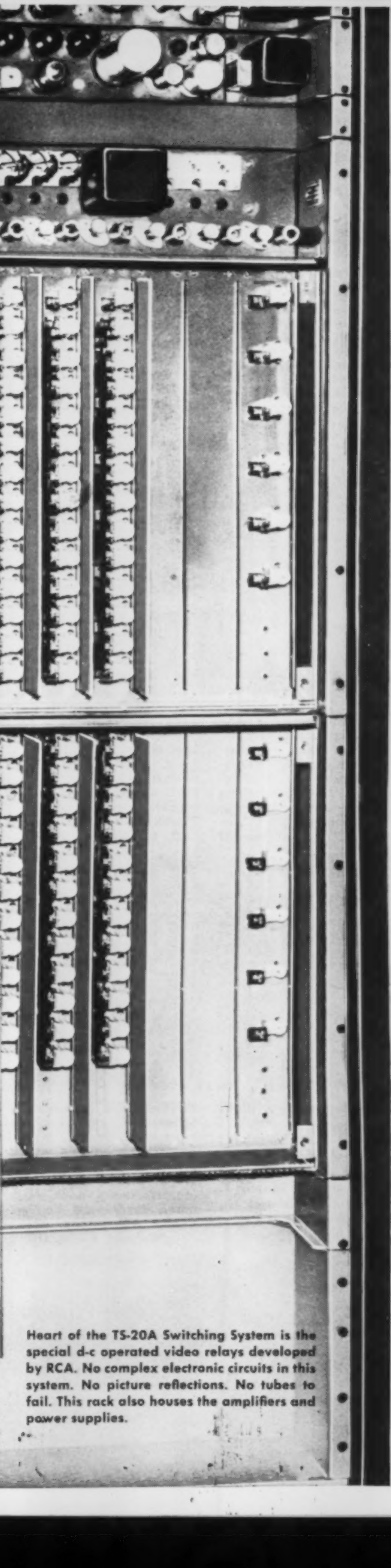
• • •

For long-range planning of your TV programming facilities, overlook none of the advantages of this revolutionary new relay switching system. Ask your RCA Broadcast Sales Engineer about it. Or write Dept. 19 CD, RCA Engineering Products, Camden, N. J.

RCA'S TS-20A SYSTEM.


DISTRIBUTION AMPLIFIER
BLANK CHASSIS
BASIC CHASSIS
BASIC RELAY PANELS
AUXILIARY RELAY PANELS
WP-33B POWER SUPPLY
WP-33B POWER SUPPLY
580-C POWER SUPPLY
RELAY POWER SUPPLY
ON AIR MONITOR
MASTER SWITCHING CONSOLE SECTIONS
PREVIEW MONITOR
CONSOLE HOUSING

3. A more elaborate master control room set-up than shown in No. 1. Switches any of 12 inputs to any of 5 outgoing lines. Includes preview and line monitoring.



Heart of the TS-20A Switching System is the special d-c operated video relays developed by RCA. No complex electronic circuits in this system. No picture reflections. No tubes to fail. This rack also houses the amplifiers and power supplies.

On the dotted line . . . . .

CONTRACT for talent show, aired on KTTV (TV) Los Angeles, is completed by Harry L. Shane (seated, center), Sentinel Corp., TV and radio distributor. Looking on (l to r): E. J. Jordan, Sentinel factory representative; George N. Laws, David S. Hillman Adv. Agency; Ernest Alschuler, Sentinel president.

WXEL (TV) Cleveland telecast of all Cleveland Indians baseball games at the Stadium this year is set by (l to r): Seated, John T. Feighan Jr., vice sponsor; Franklin Snyder, general manager, WXEL; standing, Arthur Gerst and Edward Walsh, Gerst Advertising Agency.

AGREEMENT for affiliation of WTAR-TV Norfolk, Va., with NBC is completed by Campbell Arnoux (l), president and general manager, WTAR-AM-FM-TV, and Sheldon Hickox, manager of NBC's station relations department. The contract between NBC and the Virginia outlet was negotiated in New York last month.

TELECASTING rights of all home games of the Dayton Indians and special games played at Hudson Field, given to WLWD (TV) Dayton exclusively for second year, are set by (l to r): Robert A. Gill, Indians business manager; Dr. Warren G. Bradford, Indians president; R. E. Dunville, WLWD.

HERBERT POSNER (seated), pres., Dr. A. Posner Shoes Inc., is "covered" by "Laugh Sheriff" Danny Webb as he sets sponsorship of Webb-narrated *Six Gun Playhouse* on WPIX (TV) New York, which started March 1. Standing are Martin D. Corbett (l), Posner adv. mgr., and William Clark, WPIX acct. exec.

BEVERWYCK Breweries WRGB (TV) Schenectady wrestling show is set by (l to r): Seated, Mary Humphrey, Beverwyck; Robert Congdon, McCann-Erickson; James L. Carey, Beverwyck pres.; Philip Voss. Beverwyck; standing, William Lyddan, M-E; E. Lampman, Beverwyck; Eugene P. Weil, Robert H. Hanna, R. W. Welpott, all WRGB.

TV'S STATUS

Mullen Predicts Increase In Film Use

FILM eventually will make up 50% of the total television programming, it was prophesied by Frank Mullen, chairman of the board of Jerry Fairbanks Inc., Hollywood, speaking on "Films on Television" at the March 20 meeting of the Hollywood Advertising Club. Topic of the day was "Television: Where Do We Stand?"

Taking up other phases of the television picture were Ralph Lovell, head of NBC kinescope operations, who spoke on kinescoping, and Lownds Worthington, of Pacific Telephone & Telegraph, who discussed the coaxial cable and microwave.

Mr. Mullen

Mr. Mullen's prophecy followed an earlier prediction that television stations would "in no time at all" double their present average of 50 hours of operation a week to 100 hours weekly.

The film industry, Mr. Mullen further predicted, can look forward to a "tremendous demand" for film and "tremendous talent" for it. Basing his calculations on demands fulfilled by the motion picture industry, he stated that the television industry will require 10,000 hours of film per year. All the present combined facilities in the United States could not meet that kind of demand, he stated.

Will Stimulate Media

In conclusion Mr. Mullen said that not only will television not kill radio, motion pictures, reading and various other things, but it will stimulate them.

Centering television's future around kinescopes, Ralph Lovell stated that the merit of kinescopes lay in their being relatively fast, simple and economical as compared to other methods of TV programming. Kinescopes, he feels, are presently serving as the core of program material for non-connecting TV stations. Further, with the coming improvement in kinescope recording as to techniques, cameras, tubes and film, kinescoping has "great possibilities for the future," he said.

It is just a matter of time before all cities are interconnected by television lines, according to Mr. Worthington. Such connections, he said, awaited only the demands of broadcasters. He did not venture a guess as to the date of completion of transcontinental facilities. By the end of 1950, he stated, 18 additional cities will be linked, with Los Angeles to San Francisco microwave radio relay installation ready by the fall of the year.

Speaking of the phone company's efforts toward television, Mr. Worthington announced a new system being developed for coaxial cables to increase band width to about eight million cycles. Band would be divided between telephone and television service. The latter would get as wide a band as it requires and the remaining portion would be used for phone circuits.

Regarding the use of coaxial cable and microwave relay, he said that, both systems will have their place in the television picture.

TV DISPLAY

RMA Host to Europeans

LEADING types of TV receivers will be displayed March 28 at the Hotel Commodore, New York, by set manufacturers for benefit of a group of European radio dignitaries invited to visit U. S. television facilities. The European officials will be guests of the State Dept. and will spend the coming two weeks inspecting factories, studios and transmitters [TELECASTING, March 20].

Dr. W. R. G. Baker, General Electric Co., has worked out details of the demonstrations as director of the RMA Engineering Dept. RMA was invited by Willard L. Thorp, Assistant Secretary of State, to serve as industry host. The plans have been approved by Donald S. Parris, assistant chief of the Consumers Merchandise Branch Office of International Trade, Dept. of Commerce. RMA President Raymond C. Cosgrove is in charge of entertainment plans.

The program opens in New York today (Monday) with a Hotel Statler reception. Visits will be made tomorrow to DuMont TV studios and transmitter in New York: Paramount theatre (TV equipment); TV receiver display at Hotel Commodore: visit to NBC studios and transmitter. On the March 29 agenda are IT&T's relay facilities at Nutley, N. J.; AT&T plant in New York; Phonevision exhibit by Zenith Radio Corp. at Waldorf-Astoria.

Delegates will visit the RCA tube plant in Harrison, N. J., March 30. The next day they will inspect DuMont facilities at Clifton, N. J., and the CBS studios and transmitter in New York.

The second week includes April 3 demonstration at RCA Labs., Princeton; April 4 at RCA plants, Camden, N. J.; April 5, Philco Corp. facilities, Philadelphia; April 6, conference at State Dept. at which color TV proponents will explain systems; April 7, demonstrations of three TV color systems in Washington.

KSTP-TV Baseball

TWO Minneapolis breweries, the Gluek Brewing Co. and the Minneapolis Brewing Co., have contracted with KSTP-TV St. Paul-Minneapolis for co-sponsorship of the Minneapolis Millers baseball telecasts for the 1950 season, it was announced last week. There are no financial, advertising or other interlocking agreements between the two firms, it was stated. Agency for Gluek is Vance Pidgeon Assoc. and for the other, BBDO.

TV DIRECTORS

RTDG, SDG Seek Jurisdiction

JURISDICTIONAL dispute over television directors was set off in Hollywood last week following announcement by Screen Directors Guild that it was taking immediate action to establish jurisdiction over directors of both filmed and live programs.

Move was challenged by Radio and Television Directors Guild whose ranks include 36 of the 45 television directors connected with local stations. Representatives of both groups were scheduled to meet to discuss the problem last Friday. No results were available as TELECASTING went to press.

The screen guild based jurisdictional claim on Section 9 of the Labor Management Relations act that named it bargaining representative of television directors. Guild further stated that the action was prompted by "five years' research of the television field and by the rapidly increasing employment of SDG members in preparation of film material for world's television screens."

Guild's Contention

The guild also adds that men who are directing live TV programs, as viewed on home screens, are directing moving pictures, in that they deal with same visual and aural elements common to all screen techniques.

Special meeting of the board of directors of Screen Directors Guild was called for tomorrow (March 28) to plan action in taking over jurisdiction of television directors and assistants. In the meantime, Radio and Television Directors Guild was holding meetings with network and station representatives on behalf of television directors, most of whom are members of RTDG.

Support was given the SDG stand for jurisdiction with a statement last Thursday by Frank Capra, movie producer-director, that the SDG action is the first major step in what must become "a concerted cooperative movement by picture makers to recognize the TV industry and join forces with it."

30-INCH TUBE

DuMont Reveals Development

DEVELOPMENT of a 30-inch direct-viewing television tube designed for use in restaurants, schools and other public places was revealed last Wednesday by Dr. Allen B. DuMont, president of Allen B. DuMont Labs, at a luncheon marking the official opening of DuMont's Allwood tube plant in Clifton, N. J. The tube probably will be released after next September, according to Dr. DuMont.

More than a million standard tubes of various types will be produced this year, according to Irving G. Rosenberg, manager of the tube division of DuMont Labs. Overall, he predicted, six million sets would be turned out.

WABD MOVES ANTENNA

5th To Use Empire Tower

THE FIFTH of seven television stations in the New York metropolitan area last week decided to move its antenna to the Empire State Bldg. tower. WABD (TV) New York, the DuMont station, announced it would install its antenna and transmitter in the world's tallest building as soon as the FCC authorized it. A new transmitter will be built.

The station will maintain its present transmission center atop its headquarters, 515 Madison Ave., indefinitely for emergency purposes. Other New York stations which will use the Empire State tower are WNBT (TV) WCBS-TV WJZ-TV WPIX (TV). Only WOR-TV, which has its own tower on the Hudson Palisades, and WATV (TV) Newark will remain at other locations.

NBC Leases TV Space

NBC has leased three floors at 517 West 56th St., New York, to house television scenic design facilities, it has been announced by Carleton D. Smith, network's director of TV operations.

TELEVISION "Isotap," test instrument designed to bring safety and efficiency to testing and servicing of TV and radio receivers, announced by RCA Tube Dept.

TRAINING BY TV

Census Bureau Plans Course

EFFICIENCY of television as an educational medium will be tested by the Navy Dept. and U. S. Census Bureau through use of a four-day TV training course in connection with the 1950 decennial census [CLOSED CIRCUIT, March 20, also see page 49].

Fifty census enumerators will be trained for their data collection via a TV film recorded by the Navy. Another 50 enumerators of similar educational attainment will be trained in live classes. Work will be evaluated by Fordham U.

Spots are more Effective

WHEN PROPERLY MERCHANDISED

WKRC-AM
CBS

In Cincinnati

WCTS-FM
TRANSIT RADIO

the WKRC Key Item Plan Gives You . . .

completely coordinated promotion and merchandising which builds listener-viewer-reader-shopper interest in your program, your sales story and your product.

***Listeners**
***Viewers**
***Riders**
***Readers**

More Than 2 Million Impressions Daily!

WKRC-TV
CBS

The Cincinnati Times-Star

Get the Complete Story

Radio Cincinnati, Inc.—Affiliated with the Cincinnati Times Star

Represented By
The Katz Agency—WKRC (AM and TV) **Transit Radio Inc.—WCTS-FM**

WKRC **WKRC-TV** **WCTS-FM**

WHAS-TV BOWS

Second Louisville Outlet

WHAS-TV Louisville, makes its debut today (Monday), adding a second TV station for the Kentucky city. Victor A. Sholis, WHAS-AM-FM-TV director, said the station would "concentrate on quality of programming" rather than on quantity, expanding its facilities as experience and performance warrant. At present the station will program 2-10:30 p.m. six days weekly.

WHAS-TV, like its parent AM station, Mr. Sholis said, is a primary CBS affiliate. Station operates on Channel 9 (186-192 mc) with 7.2 kw aural, 9.6 kw visual.

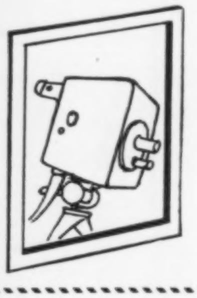
The newest and latest technical equipment has been used in the construction and installation of WHAS-TV, Orrin W. Towner, technical director, said. The tower supports a 12-bay GE TV antenna which, along with a three-section transmitter, would eventually permit the station to transmit a 54 kw signal, Mr. Towner added. Also employed is a fluorescent lighting system automatically controlled for its main studio, six skyhooks and a rear screen projection unit. In addition to this large studio, the station has an audience-participation and organ studio.

Studios are maintained on the sixth and seventh floors of the Louisville *Courier-Journal-Times* Bldg. Kinescope recordings of network shows will be presented until about Oct. 1, date when the coaxial cable is expected to reach Louisville.

WKY-TV Policy

P. A. SUGG, manager of WKY-TV Oklahoma City, has announced adoption of a general policy against the telecasting of any programs based principally upon "horror story" plots until after 9 p.m. when "the younger children should normally have retired." Pointing out that sponsors have been "most cooperative" in agreeing to program revisions to fit the new policy, Mr. Sugg said two NBC-TV shows featuring "mystery-violence dramatization" have been moved from 7:30 and 8 p.m. spots to 9:30 on Monday and Wednesday.

TV ADVERTISING FILM FOR LOW BUDGET ACCOUNTS
ONE MINUTE FILM WITH VOICE
ONLY $150
WRITE, CALL OR SEE
FILMACK
1331 SOUTH WABASH AVE.
CHICAGO
HA. 7-3395



Reel Takes

FREDERICK A. NILES

FRED NILES has watched TV activity at Kling Studios, Chicago, grow in the same proportion that TV set sales have skyrocketed in the area. In 1947, when he originated the video branch of the film production firm, there were 12,000 sets in Chicago. Now there are more than 380,000.

Since mid-1947, when Kling had produced only one television commercial (Goebel beer, Detroit), Television Director Frederick A. Niles has supervised more that 100 film spots for such clients as Standard Oil of Indiana, Stewart-Warner, Elgin-American, Motorola, Reddi-Wip, Old Colony (Orange Crush), Fox DeLuxe beer, Magnavox, Minute Mop, Fehr beer, Pinafore chicken and Griesedieck Bros. beer.

Mr. NILES

* * *

His methods are improved, but his theories remain the same. Fred gathered a lot of both while training and teaching in an information education division organized by the War Dept. as a propaganda unit for U. S. troops. He conducted four-week courses for GIs, teaching production of slides, films, radio shows and newspapers.

From 1942 until 1946 he taught procedure at Carlisle Barracks, Pa., after originating, writing and editing a news sheet at Ft. Sill, Okla., in which he stressed foreign policy. News had been of prime interest to him since college days at the U. of Wisconsin.

After he was graduated, he combined news writing and commentary with announcing and continuity at WMAM Marinette-Menominee, Wis., moving on to KVFD Ft. Dodge, Iowa., KGLO Mason City, Iowa, and WAAF Chicago as news editor, the last in 1942

College Radio Work

At college, Fred majored in speech and psychology, and—less officially—radio at the university station, WHA Madison. Collaborating with such persons as Cy Howard (*My Friend Irma*) and Ben Park (*Report Uncensored, It's Your Life*), he produced, announced, wrote and acted.

For his acting ability, he was chosen "best actor of the year" when he was a senior, and was elected to the Haresfoot Club, men's drama group. He toured Wisconsin for public performances with Haresfoot and the Wisconsin Players. He is a member of Alpha Tau Omega fraternity.

Until Fred went to Chicago in 1941, he spent most of his life in Wisconsin. He was born in Milwaukee. For three years however, his father (banker) moved the family to California.

Fred again worked at WAAF Chicago after the war as news editor, handling his own commentary five nights weekly for a year before joining Kling. He knew Kling had considered establishment of a TV department, inasmuch as it had specialized in most other visual media several years. Always a photography enthusiast, he once thought of starting his own package firm for TV commercials.

Fred still thinks the ultimate future of a TV production firm lies in shows, but only after it has been grounded in creation and development of commercials. "There is a definite trend toward film in TV, and eventually a tremendous number of program hours will be on film," he says.

An active partner in the TV division with Jack Lieb, who heads the motion picture section, Fred built the video department from an idea. The firm now offers all kinds of commercials, but insists always and primarily on quality.

Films are shot on 35mm film, with 35mm sound reproduction, on a stage about a block long on Chicago's near north side. Only union technicians (from four locals) are employed, and each person creating a TV commercial works closely with other personnel.

Primarily a Chicago concern, Kling Studios has branched out to New York, Detroit and Cincinnati in the past 15 years. Most of the video work, however, is done in Chicago.

Fred is married to the former Jane Turner. They met in Oklahoma when he was in the Army, and now have a four-month-old daughter, Stephanie Jane. When he isn't on the job, he's home watching TV—reaffirming his convictions that video will revolutionize the advertising world in five years. He believes too often too much attention is placed on the show and not on the commercial. Pacing is the most important factor in production of a TV film spot he concludes.

Monkey Business

MORE MONKEYS having a barrel of fun was the order of the day on *This Is Your Zoo* over WAAM (TV) Baltimore, March 21. "Babs the Baboon" celebrated her first birthday, with eight of her simian friends from the zoo, on the regular Tuesday afternoon program. She was the recipient of some 992 cards and many gifts from her WAAM audience. Of a lace trimmed slip replete with sash, which she received, Babs says: "I simply can't appear on TV in that, no one is going to make a monkey out of me."

TEXACO THEATRE

Tops Hooper TV Ratings

WITH a rating of 65.4, *Texaco Star Theatre* was first place in the top 10 Hooper TV-Network Teleratings for February, it was announced last week.

The February ratings are the last network television ratings to be issued by C. E. Hooper Inc. Under terms of the recent sale of National Hooper Services to A. C. Nielsen Co., Hooper will continue to conduct television network ratings but they will be issued through the Nielsen Company.

February Leaders were:

1. Texaco Star Theatre—Milton Berle Show (30 NBC-TV cities)	**65.4**
2. Arthur Godfrey's Talent Scouts (9 CBS TV-cities)	**48.2**
3. Toast Of The Town (19 CBS-TV cities)	**42.7**
4. Godfrey and His Friends (40 CBS-TV cities)	**41.0**
5. Stop The Music (8-9 p.m.) (18 ABC-TV cities)	**38.9**
6. Lone Ranger (25 ABC-TV cities)	**35.8**
7. Kraft TV Theatre (18 NBC-TV cities)	**35.8**
8. Philco TV Playhouse (39 NBC-TV cities)	**35.2**
9. Robert Montgomery Presents Your Lucky Strike Theatre (13 NBC-TV cities)	**34.1**
10. Fireside Theatre (16 NBC-TV cities)	**33.3**

LIVE OR FILM?

No Labeling Needed—FCC

FCC REFUSED last week to grant a request that television stations be required to announce at the beginning of each program whether it is live, a film, or a kinescope recording.

Denying a petition of Charles W. Curran of Jackson Heights, N. Y. [TELECASTING, Jan. 30], the Commission held that its present rules on the subject (3.688) are adequate.

The rules already require stations to make it known when "mechanical reproductions" are used. Thus, FCC held, it should be obvious that a program is live if it is not otherwise announced.

Film Report

TELEFILM INC., Hollywood, reports signing of three additional stations to carry its *Roving Camera* series. **KGO-TV** San Francisco and **WNAC-TV** Boston have renewed for 13 weeks. Firm has temporarily ceased production of series following completion of 65 films. Telefilm also doing second television commercial for **French Sardine Co. Inc.**, Terminal Island, Calif. Agency: **Rhoades & Davis**, San Francisco.

Dick Strome Television, Philadelphia, has released one-minute and 20-second spots for **Goldenberg Candy** through **Clements Agency**, and spots for **Porto Rico Beverages** through **Deane Klein Davidson Co.** Goldenberg Candy anticipates enlarging spot campaign to cover several markets on eastern seaboard. Firm has also completed six 20-second films for **Adam Scheidt Brewing Co.**, through **Lawrence I. Everling Adv. Agency.**

* * *

Thirty-two feature length western films have been leased by KLAC-TV Hollywood from **Olio Video Productions**, that city, at undisclosed price. Included are 12 Tex Ritter films, 10 Ken Maynard, six Bob Steele and four Jack Perrin films. First of series which were telecast earlier this month are being serialized in half-hour segments to be followed by complete hour length films.

Production of 34 additional half-hour TV films for **Procter & Gamble NBC-TV** *Fireside Theatre* series scheduled by **Bing Crosby Enterprises** about May 1. Crosby firm recently completed 10 of half-hour films. New series to be telecast on NBC eastern and mid-western stations next fall and winter. Agency: **Compton Adv.**, Hollywood.

* * *

Lou Croxton, formerly with RKO Hollywood, joins **Jerry Fairbanks Inc.**, that city, as art director. **Fairbanks** is expanding TV production operations to New York. Firm will set up complete studio facilities at 157 E. 69th St. and present New York office will be moved to new location. Eastern facilities will include three large sound stages and latest type sound and camera equipment. Trained personnel of Hollywood staff will be transferred to New York. **Russ Johnson**, vice president in charge of sales and distribution, will head N. Y. operations. New York firm is currently producing new series of commercials for **Camels** featuring Fran Warren, singer, and Bill Stern, sportscaster. Agency: **William Esty Co. Inc.**, N. Y.

Filmtone Productions, Hollywood, has started production on first of 52 half-hour TV films based on *Cosmopolitan* magazine story by Larry Moore, "Ding Howe and the Flying Tigers." Series will incorporate 40,000 ft. of combat shots of Gen. Clair Chennault's Flying Tigers, made available by Chinese news service, with shooting of original film. **Les Goodwins** is director. National sponsor is said to be interested in series.

FOR first time in area, "St. John's Passion Play" was telecast in its entirety this year by WCPO-TV Cincinnati. Lenten institution in Cincinnati since 1918, three-hour religious drama was picked up yesterday (March 26) from church auditorium.

ENGINEERS MEET

SMPTE Convenes April 24-28

MOTION picture and television engineers will meet in semiannual convention at Chicago's Drake Hotel April 24-28, with the TV technicians attending for the first time. The group's name, Society of Motion Picture and Television Engineers, was adopted early this year, when TV was included. Technical sessions are planned for the opening (Monday) afternoon, followed that evening by a seminar sponsored jointly by the society and the Chicago section of the Institute of Radio Engineers.

Tuesday morning and afternoon members will discuss TV production techniques, including lighting, staging, optical and electronic methods of introducing special effects. High-speed photography will be outlined Wednesday morning and afternoon, with 16mm projection equipment slated as the Thursday afternoon subject.

Operation of high-intensity projection lamps, carbons and the problems of screen lighting will be demonstrated on location at Wilding Studios Thursday evening. The following morning, members will hear about sound recording and studio production.

WFIL-TV SIGNS

With Paramount TV Network

WFIL-TV Philadelphia has signed as an affiliate of Paramount Television Network, Roger W. Clipp, general manager of WFIL-AM-FM-TV, has announced. Under terms of the agreement, WFIL-TV acquires rights for local showing of Paramount's special programs which are produced and film-recorded in Los Angeles.

Floating Action! **for all TV Cameras**

"BALANCED" TV TRIPOD
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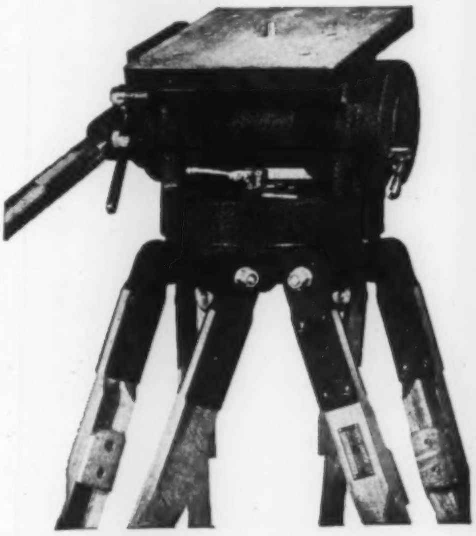

Color Windup

(Continued from Telecasting 3)

one set the programs broadcast under all systems.

Even if a combination set eliminated this argument, he continued, each broadcaster would still have to choose the one system he wished to employ.

Mr. McConnell also conceded the public would not be harmed by adoption of multiple standards—"assuming the accuracy of your statements," he told Comr. Jones.

The NBC executive told FCC that if it approved RCA standards the network "immediately" would extend its WNBW (TV) Washington color programs from the present eight hours a week to at least 12. "The programs would include commercial as well as sustaining shows, in choice time as well as at other hours," he said.

Outlines Transmission

Further, he reported, the Washington color programs would be sent to New York by "existing relay facilities as well as AT&T relays, which the telephone company has said will be available this summer," for color broadcast there. Work would be started "at once" on equipping WNBT (TV) New York studios for color originations, he asserted. He continued:

> **Since the RCA color system presents no problem of reception on present sets, our color programs would be selected from our regular schedule. . . . Our stations in Chicago and Cleveland would receive color programs over the AT&T radio relay. which the telephone company has said will be available this summer. Thus these stations would be able to transmit in color before they have their own facilities for originating color broadcasts.**

Mr. McConnell noted that all NBC colorcasts would be available for color broadcasts by "stations reached by radio relay" (the present coaxial cable passes RCA color only in monochrome.)

He said he understood that by the end of the summer radio relays will extend from Boston to Omaha, "serving such intermediate points as Providence, New York, Philadelphia, Pittsburgh, Cleveland, Toledo, Chicago, and Davenport-Rock Island."

Wilmington, Baltimore, Washington, Detroit, and Milwaukee also will be served by radio relay by that time, he reported, adding that Albany, Schenectady, Utica and Syracuse also could be served if the General Electric relay to Schenectady were restored. RCA-NBC's experimental UHF "booster" at Bridgeport also would carry color pickups, he said.

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INTERESTS of Color Television Inc., which was moving its color equipment from Washington back to San Francisco, were repersented at FCC's color TV hearings by Attorneys Samuel B. Smith (l) and Carl I. Wheat. CTI will seek a formal demonstration of its system in San Francisco.

* * *

Adoption of a non-compatible system, he said, would mean a station "would lose its entire circulation" during the time it was colorcasting, except for persons "who had bought adapters, converters or new color receivers." He felt economic considerations accordingly would mean that "most color programs, under a non-compatible system, would be broadcast in fringe time" and would not include "choice programs."

Sees 100% Color

Dr. Stanton, however, contended that CBS might well be broadcasting almost 100% in color within two years after approval of the CBS standards. This belief was premised on early and quantity production of reasonably priced color equipment, and prompt production of internally adapted sets.

He said if the CBS system is approved, CBS would start originating color programs in New York "within a few days," offering the colorcasts to all interconnected markets. Within three months he said the total could be expanded to at least 20 hours a week, including both studio and remote programs.

Of the 20 hours, three hours daily, five days a week, would be carried before 6 p.m.; 30 minutes daily, five days a week, would fall in the 6-8 p.m. period, and another 30 minutes daily would come at the close of the monochrome transmissions or at some other time after 8 p.m.

For promotion, he said, each interconnected affiliate would be provided with at least one color set for demonstration purposes. Sponsors for the color programs will be sought, he continued, adding that "several requests" for priority have been received. Additionally he said CBS would conduct educational clinics for licensees, manufacturers, and sponsors and agencies.

But Columbia's plans, he noted, assume FCC will decide the color question in the near future." He said that "necessarily Columbia cannot commit itself to plans the execution of which, by reason of a delay in this decision, cannot be inaugurated until next year, or the year after."

'Normal' Conditions

He said he also was assuming that color will develop "under conditions of a normal economic climate"; that other networks will feed color programs to their affiliates and that their affiliates will carry them; that manufacturers will supply the demand for equipment including black-and-white sets internally adapted to receive CBS color in monochrome, and that sponsor support will continue as in black-and-white.

If FCC decides to adopt multiple standards, he contended, the various systems should be approved only after demonstrating that they meet minimum performance requirements. The CBS system, he claimed, already has done so.

Dr. Stanton told the Commission that color, if put off now, will "rear its head again." He said CBS would not abandon its color system in any event, because it is useful for many non-broadcast purposes, but that he saw little use to press again for its adoption as a broadcast service since "we've pressed twice" already.

He submitted an exhibit reporting CBS has spent $4.2 million on color—$2.7 million on its old 12-mc system, and $1.5 million on the present 6-mc technique.

He said he didn't think it possible for the industry to get together voluntarily on standards, and that he didn't think the CBS system could be made completely compatible.

Would Accept CTI

Mr. McConnell was not as emphatic as Dr. Stanton in rejecting the idea of multiple standards. After prolonged questioning during which he said the CTI system would be acceptable to NBC because of its compatibility, the NBC chief said he could find no particular reason why multiple standards would not "encourage color television to the public."

To questions by Comr. Jones, he said the necessity of installing studio equipment would be the main preventive to 100% color programming by NBC one year after FCC adoption of standards.

Opening the Thursday session, W. B. Sullinger, Western Union radio research engineer, noted that the company has video facilities between New York and Philadelphia but said the facilities have never been used commercially and are only for the transmission of video. Audio would have to be transmitted by the Bell System or otherwise, he said.

Mr. Sullinger presented proposed plans of Western Union to expand its present facilities. These expansions are, he said, dependent upon the outcome of the interconnection question, economic questions and demand for the company's service.

Considering resolution of these factors, he presented a company plan to install facilities between New York, Washington and Pittsburgh—with all three cities to be interconnected by two reversible TV channels—which he said could be in operation within 10 months of the date started. Most of the towers now are in place, he said, but television relay equipment would have to be installed.

Three additional plans—only one of which would be used at present with demand the determining factor—also were presented. These services proposed interconnection of (1) New York, Hartford, Boston, Albany, Syracuse, Buffalo, Cleveland and Pittsburgh; (2) Pittsburgh, Cleveland, Toledo, Detroit, Jackson, Kalamazoo and Chicago; (3) Pittsburgh, Cincinnati and St. Louis. Branches would be included to intermediate TV cities if service were required.

Sees Completion by '52

Mr. Sullinger said the company felt one of these added services could be completed by the end of 1952 although the installation would depend on the resolution of the three determining factors of interconnection, capital and demand.

At the request of the Commission, Alex G. Jensen of Bell Telephone Labs appeared to present information on compromises necessary for a color system to fit a 6 mc band. Mr. Jensen appeared as an individual and not as a representative of Bell. Basis for his testimony was a paper delivered by him on the subject at the recent IRE convention.

During cross-examination by the Commission, Mr. Jensen conceded that under ideal theoretical circumstances a dot-interlace system of video transmission would cut the necessary video band for black-and-white to approximately half its present 4 mc width. He pointed out, however, that he has never seen this system used in black-and-white transmission and doesn't

* * *

FCC ATTORNEYS in the color case include Assistant General Counsel Harry M. Plotkin (r), chief counsel, and John E. McCoy, chief of the television branch of the Commission's Law Bureau. They're shown here at the Commission counsel table at last week's sessions.

know of any such equipment that has been developed.

Under questioning by Comr. Jones as to the cost of dot interlace in black and white, Mr. Jensen said he felt the cost would be approximately equal to that of color. He said this was only his own opinion after rapid consideration since no black and white equipment of this type had been developed.

Asked by Comr. Frieda B. Hennock whether setting standards for only one system would delay development of the television art, Mr. Jensen said he felt experimentation should be continued.

The bulk of Thursday afternoon testimony was consumed by the remainder of Mr. Jensen's prepared statement and clarification of his remarks under cross-examination by members of the Commission and counsel representing the three color systems under consideration.

In reply to Comr. Jones, Mr. Jensen stated he felt the writing of color standards could be done now only in a broad statement and that more exact standards would have to wait for some future date.

Joseph V. Heffernan, RCA vice president and general attorney, proposing a theoretical color system combining dot interlace, time multiplexing and the present FCC standards, asked Mr. Jensen if he felt such a system would be compatible. An affirmative answer was given.

Hugh M. Beville Jr., NBC director of research, appeared to present information which his department had gathered on the reception of RCA color television tests on black and white receivers. The information was based on mail response received following the start of color transmissions on WNBW (TV) Washington and outlined the reaction of viewers on the question of compatability.

L. A. WRESTLING

MCA Signs 20 Grapplers

IT LOOKS like local wrestlers will be throwing their weight around again on Los Angeles television with taking over by MCA Agency of representation of 20 top wrestlers last week. There has been no telecasting of local matches since promoters slapped on ban Feb. 9, charging that telecasting cut box-office receipts. According to an MCA spokesman, the plan is being considered to allow telecasting of matches only once a week and from a small arena, in order not to hurt large spots.

Affected by the ban are KTLA KTSL KLAC-TV KECA-TV and KNBH.

KTSL has met the problem with kinescopes of Sunnyside Garden, New York, wrestling; KTTV has a weekly kinescope of matches from St. Nicholas Arena, New York, with lady wrestling on its future calendar, and other Los Angeles TV stations have turned to either film or live talent shows. None lost a sponsor as a result of the ban, it was reported.

REHEARSAL of *Sports for All*, telecast by DuMont Television Network Friday at 9 p.m., and sponsored by Mail Pouch Tobacco Co., Wheeling, W. Va., for Kentucky Club pipe tobacco and Melo-Crown cigars, is attended by (l to r): W. P. Smith, director of radio and television, Charles W. Hoyt Inc., agency; Thomas M. Block, president of Mail Pouch Tobacco; Raymond E. Nelson, director of the program; Bill Slater, m.c.; and Gail Borden, outdoor sports authority and one of the panel of experts.

The Outlook

(Continued from Telecasting 5)

set up for use through Phoenix. I would say three years and then the big question is whether or not we would want to pay the price for the service with the continued improvement in kinescope plus film service and local shows. I question whether or not we will ever want to use the coaxial cable in Phoenix. Certainly it is not in the cards for our television station in Phoenix to pay for a 1,000-mile haul for this cable."

David Carpenter, general manager of WCON-TV Atlanta, said there is little about the average TV program that demands immediate viewing for full enjoyment. "With the gradual improvement of tel-transcriptions," he said, "Atlanta stations could be served in a manner which would give reasonable satisfaction to the listeners and enable the stations to do a better all-around program job because of the easing of overhead.

"Another aspect is that three stations in Atlanta must share the line equally and the contrast from kinescope to live will add to the dissatisfaction," he said.

Economic Question

Robert D. Swezey, general manager of WDSU-TV New Orleans, also is concerned about the economic angle. He said AT&T had indicated it would take 12 or 18 months to adapt the southern cable for TV service to New Orleans. "I gather that an order could be placed tomorrow," he said, "but whoever placed it would have to undertake to meet the tariff for airline mileage between New Orleans and Memphis—some 360 miles—which, as I recall, is $35 per mile per month.

"In all the circumstances the entry date of the TV coaxial in New Orleans seems to depend pretty largely on the practical economics of working out an arrangement to support it financially. At best, it looks as though it is two or three years removed."

Thad Holt, president of WAFM-TV Birmingham, said, "We have been approached by the local office of Southern Bell Telephone & Telegraph Co., stating that DuMont and ABC did not sign up for 'shared' video service to Birmingham by the deadline date of Jan. 15, 1952.

Local Channels

"We are also told that we are to order local channels from toll office to individual television stations, which is a departure from radio network service. This was transmitted to the local office on Feb. 14, but I understand may have been countermanded.

"The matter of furnishing network video service seems to be between the networks and AT&T. We have not been advised that any network has signed up for the cable into the Southeast, and if the costs are what we hear, then we are very happy with TVR."

The economics of network television are also important in smaller cities, judging by replies from a dozen station operators not yet on the network. For example, Marshall Rosene, general manager of WSAZ-TV Huntington, W. Va., described the AT&T cost estimate for a Cincinnati-Huntington link as "prohibitive."

"We are working very seriously toward the establishment of a relay connection of our own, privately owned and operated," he said. "We have made all the necessary studies preparatory to building such a system and a final go-ahead decision is now largely dependent upon administrative matters." He added that new techniques were being studied, and hoped to have service in operation this summer so big league baseball as well as direct network services could be provided local viewers.

George S. Johnson, manager of KOB-TV Albuquerque, N. M., said the station is interested in one-time service for special events. "We do not see how we could support service direct on a continued basis," he said. "If we could tell our audience they might get one football game or a world series game direct plus the regular kinescopes we now have, I believe it would have a tremendous influence on the sale of receivers," he said.

Future Outlook

Harrison M. Dunham, general manager of KTTV (TV) Los Angeles, feels that network facilities may be used by Pacific Coast stations only in the case of national emergencies or outstanding public events because of the cost. "It is our further feeling," he said, "that as Hollywood's motion picture industry becomes more closely allied with television broadcasting, the coaxial cable throughout the east will become less important to the television industry."

Station managers in all parts of the nation not now getting network service reflect views generally similar, in many cases, to the above comments. Their estimates of network service to be provided this year paralleled AT&T's own published schedule.

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Telefile

(Continued from Telecasting 7)

build the station. During three wartime years as a commander in the Navy's Bureau of Aeronautics, he had a part in the development of television by the military forces. All WGN-TV studio and mobile equipment was designed and installed under his direction.

Vernon R. Brooks is director of operations. At one time traffic manager and supervisor of announcers at WGN, Mr. Brooks was assigned to the planning and development of WGN-TV on his return from the war. He attended TV clinics and workshops throughout the country during the months preceding station's debut and has studied all phases of television broadcasting and techniques.

Jay Faraghan, former production manager at KSD-TV St. Louis, became traffic manager two months before station took the air. Five months later he was named program director. In addition to holding this position today, Mr. Faraghan personally directs some shows.

Harvey Called In

George W. Harvey, sales manager, is responsible for many of the station's commercial achievements. In July 1948 he was recalled from New York where he headed WGN's eastern sales office. He has been associated with *Tribune* broadcasting activities since 1935, with the exception of a brief period with Mutual in Chicago.

Jack Brickhouse, one of the nation's outstanding sportscasters, is sports service manager. Originally at WMBD Peoria, he developed into a popular basketball announcer as he followed Bradley Tech's champions. But he is best known today as a baseball, football, boxing and wrestling announcer. He joined WGN in 1940, but left during the war to enter the Marines and later freelance in New York and Chicago. He returned to Tribune Tower in 1948 to occupy the position he now holds.

Field director is one of the most important jobs at WGN-TV because of the station's coverage of many special events and sports programs. In charge of this department is Don Cook, who learned television from the apprenticeship level at Chicago's pioneer WBKB (TV). Mr. Cook directs all remotes from the interior of a specially designed and constructed mobile unit. He was assistant stage manager before becoming a director. He produces the station's daily baseball telecasts, weekly wrestling and boxing bouts, and frequent remote special events.

ROACH STUDIOS

Reorganizes for TV Filming

REORGANIZATION of Hal Roach Studios Inc., Culver City, Calif., in anticipation of broadened TV film activities, has been announced by Hal Roach Sr., president. The studios are being re-financed, following general creditors' approval, Mr. Roach said.

Under the new setup, the board of directors includes Mr. Roach, Sid Van Keuran, Hal Roach Jr. and H. R. P. Lytle. Mr. Lytle also was named vice president and treasurer. Hugh Huber, vice president and treasurer, and Fred Wilkins, secretary, who also served as directors, have resigned.

Hooper To Speak

C. E. HOOPER, head of C. E. Hooper Inc., will be guest speaker at the March 31 Los Angeles Chamber of Commerce Television Committee meeting at the Chamber's offices, 1151 S. Broadway. Topic has not yet been named, it was announced.

DALLAS JONES

Firm Adds Studio Space

DALLAS JONES Productions, Chicago, has bought all assets of Frank Lewis Inc., same city, increasing its television and motion picture studio space from 10,000 to 25,000 square feet. The firm, headed by Dallas Jones and his wife, will specialize in production of TV films.

New quarters are located at 1725 N. Wells St. Mr. Lewis, who produced slide films and illustrations, remains as head of the new illustration department.

EXCLUSIVE television rights to games of Girl's Professional Softball League of Los Angeles, have been acquired by KTTV (TV) Los Angeles. Series play starts in May.

SCIENCE AND DRAMA

WTVJ (TV) and U. of Miami Are Rewarded in Joint Effort

MUTUAL cooperation between WTVJ (TV) Miami and the U. of Miami in Florida is combining educational value with entertainment in video programming.

The university's radio and television department says the collaboration is responsible for TV shows of unusual local interest and for quality training of its students. WTVJ receives two regular feature programs from the department, both sponsored by the Taylor Construction Co., a local building firm. The school uses the station's studio six hours a week for student instruction in a TV workshop course in which WTVJ personnel augment faculty teaching.

On-the-air production experience is gained by students while aiding weekly university-produced shows and setting up and breaking down equipment on remote telecast locations. The cooperation grew out of an arrangement made between Col. Mitchell Wolfson, WTVJ president, and Sydney W. Head, chairman of the radio and TV department, before the station went on the air last March.

The university produces a half-hour show each Tuesday at 9 p.m., at present alternating a dramatic program with a science show every other week. Additional special programs are produced frequently.

Most unusual is the science series, called *Science Show Window*, that brings to the camera interviews on plant and animal life peculiar to the subtropical, southernmost reaches of the peninsula. Professors of the various "ologys" are interviewed by Oliver Griswold, member of the department, and live mammals, loaned by the zoo, are exhibited on the show.

In the dramatic series, the first production was outstanding in the choice of a play and in the manner of presentation, Mr. Griswold explains. Hans Rothe's (professor and formerly with Max Reinhardt in Europe) modern version of Shakespeare's "The Comedy of Errors" was telecast remote from the stage of the U. of Miami drama department's Box Theatre. Prof. Head supervised video production; Mr. Rothe directed the play. Audience could see stage action or by turning their heads watch the telecast on receivers placed in the theatre. Backstage, a receiver presented on-stage action to members of the cast not performing at the moment.

* * *

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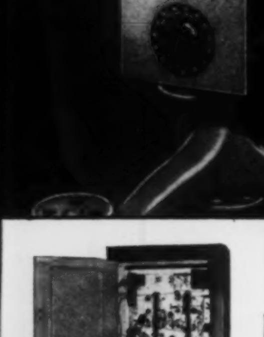

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Programs

WORK of group of speech and hearing clinics in Oklahoma is highlighted on *Out of the Silence*, series of eight public service programs on WKY Oklahoma City. Shows dramatize efforts of clinics to rehabilitate youngsters with speech and hearing defects. Purpose of series is to acquaint public with work of state clinics and recruit teachers in field. Programs will culminate in conference of clinic workers and parents at U. of Oklahoma in April.

Personal Touch

PLAYING personal angle for all it's worth is Mark Sheeler, m.c. of morning show on WPIK Alexandria, Va. Mr. Sheeler enters Washington homes armed with tape recorder and leading questions such as, "Do you think that marriage will ever replace the automobile?" Informal chats with housewives resulting from such questions are recorded and presented on Mr. Sheeler's program.

Dances of Countries

NEW studio program at WBAP-TV Ft. Worth, Tex., is *Dance Parade*, starring Mary Parker. Show is built around dances of different countries and features costumed cast and live music. Aired 8:30-9 p.m., Friday, show is sponsored by Stromberg-Carlson and Gibson Electric.

Distant Coverage

NATIONAL Amateur Hockey tournament in Lewiston, Me., recently was covered by KROC-AM-FM Rochester, Minn., 1,099 airline miles away. KROC sent its sports director, Bernie Lusk, to Lewiston to give play-by-play accounts of meetings between Rochester Mustangs and Lewiston's team. Rochester *Post-Bulletin*, sponsor of KROC broadcasts, also sent its hockey writer, Ozzie St. George, on trip.

Exploiting Exposition

FIVE-minute interviews were sold to exhibitors by WOC-TV Davenport, Iowa, at city's recent Annual Home and Food show. Exhibits were telecast with interviewees telling their sales stories and explaining their products. Program Director Charles Freburg and his camera and lighting crews dollied from booth to booth with Ran Jensen and Norman Bacon doing running commentaries and interviews. Successful results indicate that station will use "roving camera" technique at future Home and Food shows.

Bi-Lingual Shows

LIVING up to its French title, *Alouette* show on WSRS Cleveland, is bi-lingual. Conducted by George Thompson, modern language teacher at Western Reserve U., Cleveland, format of show is French music, interspersed with talk in both French and English. Show is aired Mon. at 7:45 p.m. Due to its success with persons of French extraction and students in Cleveland, another show, *Fiesta Tropical*, has been started on WSRS by Mr. Thompson. Format of program is similar, with Spanish being substituted for French, and Spanish guest welcomed to program weekly. Show is piped over public address system at Kent State U. students union.

'Hands That Speak'

FIFTEEN-minute show over WLWD (TV) Dayton, Ohio, has format specially constructed for deaf mutes. Entitled *Hands That Speak*, program is made up of devotional message delivered by minister. Message is interpreted in sign language as are hymns sung for listening audience. Idea for show originated with Mrs. Peg Kylstra, local school teacher, who worked out production details with A. Donovan Faust, assistant general manager in charge of programs at WLWD. Show is sponsored by Church Federation of Dayton and Montgomery county, and is on trial schedule until after Easter.

Catering to Tastes

VARIETY of music to suit his listeners' preferences is aired Mon.-Sat. on *Milkman's Matinee* by Larry Brown, m.c. of WPEN Philadelphia show. Mr. Brown divides four-hour show into half-hour segments, using them for pop tunes, light modern experiments in music, classics, hits of 30 or 40 years ago, old-time instrumental favorites, background music from current motion pictures, and one hour of past and current show tunes. Format satisfies tastes of old and young alike, station reports. *Milkman's Matinee* is heard from 2:05 to 6 a.m.

New Controversy

NEW quarter-hour weekly program *Seven Seventy on The Air-TV* taking up discussion of controversial subjects, starts April 3 on KTTV(TV) Los Angeles. Program is believed to be first television program sponsored by local labor union, Retail Clerks Union Local 770. Speakers on program will include James Roosevelt, Rep. Helen Gahagan Douglas, Harry Flannery and Gordon Severance, in addition to authorities on science, business and communications. Leonard Shane will produce program with Robert S. Howell as associate producer. Bob Breckner will direct.

Play-By-Play Checkers

WGBF Evansville, Ind., lays claim to play-by-play description of first broadcast of checker game when Evansville's champion, Walter Giannini, met the Harrisburg, Ill., champion, John Lutwinski. Forty-five minute game was described by J. C. Kerlin, WGBF's local newsman.

Calling All Cabs

ACTUAL workings of taxi meter are shown as part of two week series on *Calling All Citizens* program over WTVR (TV) Richmond, Va. Series, composed of two shows, is designed to demonstrate control exercised by city on this mode of transportation. Second show in series was devoted to discussion by taxi squad of Richmond Police Dept. Enforcement steps taken by police in regulation of taxis and drivers were shown.

Spot Reporting

LESS than an hour after airliner crashed in South Minneapolis, killing 15 persons, WCCO Minneapolis-St. Paul aired first eye-witness report. Clellan Card and Phil Lewis, of station's staff, were on scene shortly after accident and phoned on-the-spot report to station. Telephone coverage was recorded and aired on 10 p.m. newscast, just 58 minutes after tragedy.

Club Duo

SECOND late evening disc show broadcast by WNJR Newark, N. J., from night club has been inaugurated by station. First program was *Hello From the Ivanhoe*, featuring Carl Ide and broadcast from Ivanhoe Club in Irvington, N. J., from 11 p.m. to 12 midnight nightly. Latest series features Ed Bonner spinning records and interviewing guest stars from Club Diana, Union, N. J. Mr. Bonner is heard from 10-10:30 p.m., nightly, except Monday.

Prize Party Popularity

NEW TV show on WFIL-TV Philadelphia recorded 6,758 mail pieces in one week, station reports. Half-hour show, *Wiffil Ranch Prize Party*, is aimed at children viewers and aired Mon.-Fri., 5 p.m. Daily telephone question and answer sessions with youngsters who have written station asking to be called, is format of show which immediately follows *Wiffil Ranch Theatre*, hour-long feature-length Western movie. Children who successfully answer questions asked by "Ranch Boss" Pete Newman, appear on show following day and receive prizes.

Weekly Beauty Queens

WEEKLY TEEN-AGE beauty queens are picked by CKOY Ottawa, on *Club 1310* Friday show. Paul Allen, m.c. of program, chooses four men from audience and each in turn picks one girl from audience as his choice. All five then cast ballots for winner who receives beauty kit, and is qualified to take part in spring finals for CKOY *Club 1310* "Tops in Teens" title.

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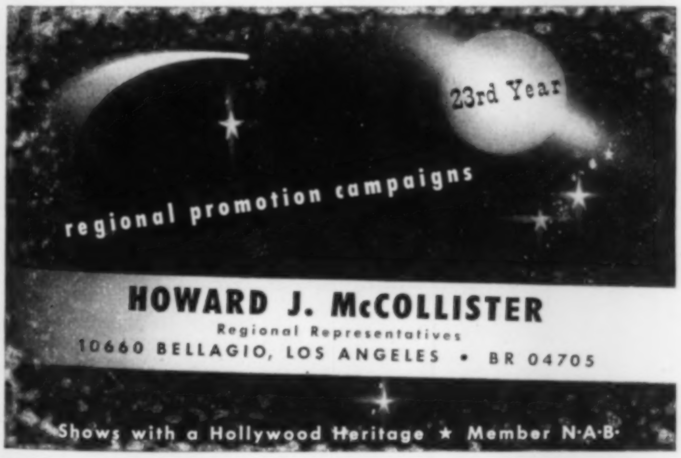

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Shows with a Hollywood Heritage ★ Member N·A·B·

Mr. Phil Bowman
Young and Rubicam
Chicago, Illinois
Dear Phil:

I've alluus sed thet when folks in Charleston, West Virginny, thinks uv radio they thinks uv WCHS, an' now I'm durned sure uv it. In fack, I had to work late ternite on account uv it. First 'off, one uv th' local colleges wanted help in perducin' a radio show, so where did they come? Ter WCHS, uv course! An' Phil, when they got through it wuz so good we put hit on th' air! Next, four girl scout troops decided they wanted ter see a radio station. Where did they come? Ter WCHS, uv course! So, I couldn't clean up some uv th' places I wanted 'cause they wuz girl scouts all over th' place, so I started on th' big studio. And what did I find? They wuz a meetin' goin' on with some business men wantin' ter know sumpthin' else 'about radio. So, I work late, but I tho't this wuz jest th' sort uv thing folks like you wants ter know 'bout a station. You fellers wants ter know th' station in a town folks thinks uv when they thinks uv radio, an' in Charleston hits WCHS!

Yrs.
Algy

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National Representative—John E. Pearson Co.

ACTIONS OF THE FCC

MARCH 17 to MARCH 24

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch. amp.-synchronous amplifier
ant.-antenna
D-day
N-night
aur.-aural
vis.-visual
cond.-conditional
LS-local sunset
mod.-modification
trans.-transmitter
unl.-unlimited hours
STA-special temporary authorization
CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfers appear at the end of this department, accompanied by a roundup of new station and transfer applications.

March 17 Applications . . .

ACCEPTED FOR FILING

Modification of CP

Mod. CP AM station to change power, install DA etc. for extension of completion date: WGAD Gadsden, Ala.; WPRA Mayaguez, P. R.

KWBB Wichita, Kan.—Mod. CP AM station for extension of completion date.

WBCC-FM Bethesda, Md.—Mod. CP new FM station to change to Ch. 292 (106.3 mc).

WXHR Boston, Mass.—Mod. CP new FM station to change ERP to 4.95 kw.

APPLICATIONS RETURNED

KCHI Chillicothe, Mo.—RETURNED March 14 license to cover CP.

Georgetown, Del.—Rollins Bcstg. Co. RETURNED March 10 application for new station on 900 kc 1 kw D DA.

South St. Paul, Minn.—South St. Paul Bcstg. Co. RETURNED March 10 application for new station on 1590 kc, 1 kw D.

March 20 Decisions . . .

BY A BOARD

Modification of CP

KYMA Yuma, Ariz.—Granted mod. of CP to change frequency from 1240 kc to 1400 kc, operating unlimited time with 250 w power; provided applicant agrees to satisfy legitimate complaints of blanket interference occurring within the 250 mv/m contour.

Hearing Designated

KTKR Taft, Calif.—Designated for hearing in Washington June 28 application for CP to change facilities from 1310 kc 500 w D to 1490 kc 250 w unl. made KDB Santa Barbara, Calif., party to proceeding.

KXOK St. Louis, Mo.—Designated for hearing in Washington June 30 application for CP to change from DA-2 to DA-N made WLAP Lexington, Ky., party to proceeding.

Request Denied

KSGN Centerville, Calif.—By letter, denied request that KSGN (authorized to operate particular daytime hours) be permitted to sign off at 6 p.m. PDST during summer months, explaining: Under Communications Act of 1934 as amended, this Commission is charged with duty of regulating standard broadcast stations in public interest. Public interest requires that fullest use be made of all available broadcast channels and frequencies. To permit decreased hours of operation and less efficient use of broadcast channels and frequencies would not appear to be in public interest. Moreover Commission cannot guarantee any standard broadcast licensee that operation in public interest will be profitable. Nor can Commission guarantee licensee that any specific hours of operation will be profitable.

Application Granted

KSTT Davenport, Ia.—Granted application to make changes in DA and ground system and correct geographical coordinates of trans. location, subject to same eng. cond. specified in its presently authorized CP to operate on 1170 kc 1 kw, unl.

ACTION ON MOTIONS

By Comr. George E. Sterling

A. H. Belo Corp., Dallas, Tex.—Granted dismissal without prejudice of application for TV CP.

KVOG Ogden, Utah—Granted leave to intervene in hearing upon applications of KCSU Provo, Utah, KNEU Provo, Utah.

FCC General Counsel—Granted extension to April 10 to file exceptions to initial decision issued in proceeding upon application of WJOC Jamestown, N. Y.

Sandusky Newspapers Inc., Sandusky, Ohio—Granted dismissal without prejudice of application.

Easton Pub. Co., Easton, Pa.—Dismissed as moot petition filed March 10 requesting dismissal of application for consent to transfer of control of WHOL Allentown, Pa.

Gifford Phillips, Denver, Col.—Granted dismissal without prejudice of application for extension of completion date; application dismissed subject to applicant filing with Commission within 15-days from this date an affidavit establishing that no consideration has been received for the dismissal of this application.

By Examiner J. D. Cunningham

Tri-State Broadcasting Co., Summerville, Ga.—Granted leave to amend application so as to specify 950 kc in lieu of 910 kc; application as amended removed from hearing docket.

KFSA Fort Smith, Ark.—Granted petition which requests Commission accept amendment to application with reference to ant. constants in proposed DA; application as amended is retained on hearing docket; and hearing thereon will be conducted as scheduled, March 22.

Reub Williams and Sons Inc., Warsaw, Ind.—Granted continuance of hearing upon application from March 24 to May 24.

By Examiner Leo Resnick

Marmat Radio Co., Bakersfield, Calif.—Granted leave to amend application so as to reduce power applied for from 5 kw D, 1 kw N to 1 kw unl. and for other changes set forth in petition; application as amended removed from hearing docket.

Vermillion Bcstg. Corp., Danville, Ill.—Granted continuance of hearing upon application from March 27 to May 29 in Washington, D. C.

WPOR Portland, Me.—Granted continuance of hearing upon application from March 20 to April 6 in Washington, D. C.

By Examiner J. D. Bond

KTLW Texas City, Tex.—Granted continuance of hearing upon application from April 3 to April 27 in Washington, D. C.

Central Bcstg. Co., San Marcos, Tex.—Granted continuance of hearing upon application from March 21 to April 20.

By Examiner Fanney N. Litvin

Rural Bcstg. Co. of Ohio, Oak Harbor, Ohio—Granted indefinite continuance of hearing now scheduled for April 10.

FCC General Counsel—Granted request that time for filing proposed findings in re application of WCTT Corbin, Ky. be extended from March 20 to March 30.

FCC General Counsel—Granted continuance of hearing upon application of Northwestern Ohio Bcstg. Corp., Lima, Ohio, for license WIMA and re petition of Sky Way Bcstg. Corp., Columbus, Ohio for reinstatement of its application for CP from March 27, to April 26, 1950, in Lima, Ohio.

KAVR Havre, Mont.—Granted continuance of hearing upon application and that of KOJM Havre, Mont. from April 17 to May 8 in Washington, D. C.

By Examiner Elizabeth C. Smith

KJAN Bcstg. Co., Baton Rouge, La.—Granted leave to take depositions on behalf of itself in proceeding re Dockets 9527; 9528; further ordered that petitioner be authorized to take depositions on March 25 in Baton Rouge, of Mr. Fred Parker, Chief of Police, City Hall, Baton Rouge, La., et al.

March 20 Applications . . .

ACCEPTED FOR FILING

Modification of License

WPAL Charleston, S. C.—Mod. license to change studio location from 149 Wentworth St., Charleston to 132 Montague Ave., N. Charleston.

License for CP

KGWA Enid, Okla.—License to cover CP new AM station.

KATL Houston, Tex.—License to cover CP increase power, install new trans. etc.

WJW-FM Cleveland, Ohio—License for CP new FM station.

APPLICATIONS DISMISSED

WCHF New Orleans — Louisiana Bcstg. Co. DISMISSED March 15 mod. CP new AM station for extension of completion date.

March 21 Decisions . . .

BY COMMISSION EN BANC

Modification of CP

KSDO San Diego, Calif. — Granted mod. CP to reduce night power under authorized CP from 5 kw unl. to 1 kw-N, 5 kw on 1130 kc, DA-2.

EXTENSION GRANTED

KWBU Corpus Christi, Tex.—Granted extension of SSA on 1030 kc 50 kw using non-DA, during hours from local sunrise at Boston, to local sunset at Corpus Christi, for period of 12 mos. from March 15, pending decision in Clear Channel Hearing.

HEARING DESIGNATED

KWHK Hutchinson, Kan.—Designated for hearing on May 23 at Hutchinson, Kan. application for transfer of control of station KWHK from James E. Murray, Vern Minor and Dorothy C. Murray to The Hutchinson Pub. Co.

PETITION GRANTED

WWJ Detroit — Granted petition of WWJ insofar as it requests that issues in proceeding involving applications of WKNX Saginaw, and WKMH Jackson, Mich. be enlarged, but denied in all other respects; and Order of Jan. 18, was amended to include following issue: To determine type and character of program service presently rendered by WWJ Detroit.

REQUEST DENIED

KAMC-FM Stillwater, Okla,—Denied request for additional six mos. extension of CP for new non-commercial FM station, because it would be inconsistent with Sec. 319(b) of Communications Act to allow applicants passively to hold their FM CP against future determinations in the radio field. (Comr. Hennock dissented). Application will be designated for hearing if such request is received within 20 days.

WOOK-FM Silver Spring, Md.—Denied request for STA to operate from alternate studios in Washington, D. C., since such a grant would result in WOOK-FM for all intents and purposes being a Washington station and utilize a frequency in Washington, contrary to the Commission's rules and regulations.

BY THE SECRETARY

WRJW Picayune, Miss.—Granted license new AM station; 1320 kc 1 kw D.

WHAT Philadelphia, Pa.—Granted license to cover CP which authorized

(Continued on page 83)

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1 Riverside Road — RIverside 7-2153
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(A Chicago suburb)

ADLER ENGINEERING CO.
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New Rochelle 6-1620

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WILL THEY SEE YOU REPRESENTED THERE?

DEADLINE IS APRIL 7th.

. . . so don't be an April 18th mourner who wishes he'd done what you can still do. Get in BROADCASTING's April 17th NAB issue for sure, right now. Regular rates prevail. On a one-time basis that's - - -

Page	$350
Half Page	$200
Quarter page	$120
Eighth page	$70
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PAYABLE IN ADVANCE—Checks and money orders only. Situation Wanted 10c per word—$1 minimum. Help Wanted 20c per word—$2 minimum. All other classifications 25c per word—$4 minimum. No charge for blind box number. One inch ads, acceptable, $12.00 per insertion. Deadline two weeks preceding issue date. Send box replies to Broadcasting Magazine, 870 National Press Bldg., Washington 4, D. C.

BROADCASTING is not responsible for the return of application material (transcriptions, photographs, scripts, etc.) forwarded to box numbers.

Help Wanted

Managerial

Colorado regional has opening for top quality commercial manager. Old established station, network affiliate. We want man capable of assuming full administrative responsibility of local and regional sales. Will provide incentive plan. Quite willing to pay well for proof of ability. Box 585E, BROADCASTING.

Experienced sales manager for 250 watt network station in good market in New York state. Give complete details first letter. Must be available for personal interview. Box 635E, BROADCASTING.

Radio advertising manager for South America. Heavy program production. Fluent Spanish. Acorn Agency, 7 Dey Street, New York City.

Salesmen

1000 watt network station in eastern Michigan; excellent market; 15% commission (which will not be cut) against drawing account. Box 437E, BROADCASTING.

Wanted—Salesman, salary fifty dollars week plus commission. Unless you are a hard worker and hustler do not apply. Box 439E, BROADCASTING.

Salesman for 5 kw network station in western Michigan city of 110,000. Real opportunity. Give full details and financial requirements. Box 508E, BROADCASTING.

Wanted—Time salesman, 500 watt daytime independent, south Texas. Draw against commission. Right man can make $500.00 monthly or better. Good regional audience. Good market. Housing available. Car necessary. Box 575E, BROADCASTING.

South Georgia station wants salesman. Must be willing to work. 250 watt fulltime independent. Must be able to produce. Box 579E, BROADCASTING.

Wanted — salesman. Opportunity for right man. Only interested in hard worker with ability and good personal qualifications. Regional network station. Box 584E, BROADCASTING.

Man or woman to open and operate classified ad dept. city 100,000. NBC station in SE. Box 604E, BROADCASTING.

Need thoroughly experienced salesman for 250 w independent. Southern city 40,000, two station market. Unlimited opportunity for qualified man. Send complete information regarding salary, past positions, date available first letter. Confidential. Box 610E, BROADCASTING.

Announcers

Announcer with first class license, $60 per week for right man. Send full details, Box 438E, BROADCASTING.

Announcer-newsman-writer wanted by network affiliate California station. Good voice, writing ability essential. Salary about $300 monthly. Send disc, picture, background to Box 476E, BROADCASTING.

Alabama ABC affiliate has immediate opening for capable announcer, strong on news and part time sports. Only sober, able, experienced need apply. Box 482E, BROADCASTING.

A real deal McNeil. If you're on the ball, Paul and can run a good morning show both hillbilly and pop don't wait, contact us at once. Send all details including picture, disc and salary. Box 514E, BROADCASTING.

Announcer, experienced, must have RCA board experience for network station in west Florida. Send full details Box 515E, BROADCASTING.

One experienced commercial announcer. One sports announcer. Must have ticket. Send disc or tape. North midwest. Box 566E, BROADCASTING.

Help Wanted (Cont'd)

Wanted—Deep south NBC affiliate needs capable staff man with at least two years experience. Excellent opportunity for the right man. Station located in expanding market over 100,000 population. Studios air-conditioned. If interested, send audition platter, picture, references, and minimum starting salary expected. Box 551E, BROADCASTING.

Experienced sports announcer to handle football, special events and news. First phone license desirable, but not essential. Southern network station in city of 18,000. Box 593E, BROADCASTING.

Wanted. Good announcer with first class license for CBS network station. Good voice important. Good pay and excellent working conditions. WGWC, Selma, Alabama.

Managers, salesmen and announcers, make money for yourselves and your stations while collecting the names of your audience by using new copyrighted auction-rating program. Sells easily and promotes listening. Inquire by letter only to Lee Hollingsworth, WKBS, Oyster Bay, New York.

WSKB, McComb, Mississippi 5000 watts. Open for two top salesmen—write, wire, phone—confidential.

Technical

Chief engineer for 5 kw network station in western Michigan. Give full details and salary requirements. Box 507E, BROADCASTING.

Southeastern Mutual station will soon have opening for combination engineer-announcer. Can use immediately combination writer-announcer. Box 574E, BROADCASTING.

New southern station 250 w has openings for thoroughly experienced chief engineer-announcer and combination men. Air mail disc, tape, photo, references, salary expected. Box 609E, BROADCASTING.

Immediate opening experienced engineer-announcer, send picture, qualifications, salary expected with first application. WMJM, Cordele, Ga.

Combination man with first class license needed to complete staff of new 250 w fulltime independent. Rush disc, photo and background information WRCO, Richland Center, Wisconsin.

Production-Programming, others

Important, responsible position awaits experienced mature brain with creative ability in special events, public relations, programming. NBC in SE. Replies confidential. Box 605E, BROADCASTING.

Can you write good copy? If you are a female and you're absolutely sure you know how to write copy; if you're personable and attractive, willing to work, then please send full particulars, photo and disc first letter to Larry Filkins, Program Director, KSCB, Liberal, Kansas.

Situations Wanted

Managerial

Manager: Forget your management problems. Present manager of 5000 watt western station tired of cold weather and plans to locate in California. Twenty unusually successful years of management in both radio and newspaper. Best of qualifications in economical operation, sales, promotion, programming, plus an outstanding record in employee relations, public relations and a leader in civic affairs. My first concern is not size of station but rather location and community opportunities for myself and family. Available anytime plus immediate personal interview. Box 412E, BROADCASTING.

Situations Wanted (Con't)

College community sought by successful small market manager, 35, married, university degree, 12 years broadcasting. Box 572E, BROADCASTING.

Southern stations attention: Manager and chief engineer would like job in 250 or 1000 watt station with chance to buy stock through earnings. Can produce. Not clock watchers, want security. Box 580E, BROADCASTING.

Manager: Not just a salesmanager; not just a program director; not just an office manager. Successful broadcast management requires a unique combination of showmanship, powerful sales management and shrewd internal control. Presently employed commercial manager of leading 5000 watt network station located in highly competitive market. 12 years experience and training in all aspects of broadcasting. Civic leader. An organization builder. A highly successful broadcaster who offers sound, profitable management. Box 582E, BROADCASTING.

Manager with twenty years experience all phases of AM-FM operation desires change. Thorough knowledge in management to produce highest gross sales with lowest overhead. Expert on sales, programming, both local and national. Experience includes management of 1 kw fulltime station. Have contacts with top network executives and national advertising agencies. Married. Will go anywhere. Available for interview on 48 hour notice. Box 586E, BROADCASTING.

Young successful manager desires change. Built two stations. Always made profit. Civic minded. Will give you a station you will be proud to own. Announce. Sell. Work. No drink. Married. Box 587E, BROADCASTING.

Two men, executive capacities New York network office. Desire relocate midwest or midsouth town 25-to-50 thousand. Early thirties. Family. Yale and Northwestern. College teaching experience. Accumulated radio experience: 17 years. New York, Los Angeles, Chicago. Team capable of handling programming, production, office routine, news, special events, station operations, relations to network, tape editing, contracts, sports, newscasting, selling agency contacts. No announcing. Know network operations thoroughly. Best references in trade can verify claims. Wish to leave New York operating as team, aiming for managerial spots. Now well established. Will consider only good offers on contract basis. Box 591E, BROADCASTING.

Thoroughly experienced general manager, well known in industry with brilliant success record, now available after illness that forced his resignation from model station. This man can give your station the leadership, prestige and results you are looking for. Box 624E, BROADCASTING.

Manager, 14 years experience every phase of radio except engineering. Sober, reliable, hard worker, know sales. Minimum $100 per week. Box 626E, BROADCASTING.

Five year successful record in two top eastern seaboard metropolitan markets. One year in capacity of general manager. Thoroughly experienced in hard hitting fulltime independent field. Well known in New York representative and agency setup. Twenty years in sales, employee relations and promotion in newspaper and radio. Forty three, married seventeen years, no children, sober and completely reliable. Finest references covering entire career. Have moved only three times and am interested only in a pleasant management relationship with permanence and security if I prove out. Would desire a personal interview at your station. My background and references will prove that I would be an asset to your organization. Box 637E, BROADCASTING.

Salesmen

Sales manager — aggressive, experienced. Successful sales record with station in medium-sized eastern market. Present general manager will give excellent recommendation. Box 595E, BROADCASTING.

Best qualification—results. Zip, dash, college, brains too! Use me? Box 620E, BROADCASTING.

Sales troubles? You owe it to your ulcers, write me! Box 621E, BROADCASTING.

Announcers

Top sportscaster, excellent play-by-play, listener appeal, employed, available immediately, references. Box 388E, BROADCASTING.

Situations Wanted (Con't)

Combo man, independent, network experience. Heavy play-by-play in major sports. Capable DJ, announcer. Reorganization of stockholders eliminated my job. Manager confirmation and recommendation. State minimum salary. Box 385E, BROADCASTING.

Sports director. Play-by-play baseball, basketball, football, boxing. College graduate. Married. Top references. Presently employed, seek security with TV future. Box 340E, BROADCASTING.

Experienced sportscaster. Football, basketball, play-by-play. Special events, news, staff work. Desires chance at baseball play-by-play. Box 453E, BROADCASTING.

Announcer with first class engineering license. Age 23. 20 months experience, news, sports, disc jockey, straight announcing and special events. Box 484E, BROADCASTING.

Announcer-musician, all-round man. Married, music experience, twelve years. Travel, disc, photo. Box 501E, BROADCASTING.

Announcer, versatile, news specialty. Three years commercial experience. Seeks permanent location. Box 502E, BROADCASTING.

Announcer-copywriter, husband-wife team. Proven record of client satisfaction. Immediate reply to good, permanent-type offer. Box 503E, BROADCASTING.

Announcer, college graduate '50, seeks start. Salary, location secondary. Write news and continuity. Have ideas for cheap live shows. Box 531E, BROADCASTING.

Play-by-play sportscaster and commentator. Excellent knowledge of all sports. Four years experience. Desires permanent position. College degree. Married. Box 549E, BROADCASTING.

Sportscaster. Degree in broadcasting. Capable—but inexperienced. Sincere, sober, hard working. Need only the chance. Box 562E, BROADCASTING.

Experienced announcer-engineer. News editor, sportscaster and dj. Can handle remotes and interviews. Write continuity and have excellent timing and voice. Taught radio for two years. Can furnish best of references. Box 565E, BROADCASTING.

Announcer, 2 years staff, also writer-director dramatic series. Know board. Will travel. Disc or tape, photo, references on request. Box 567E, BROADCASTING.

Staff announcer, newscaster. Available immediately. No drifter. Four years one station. One year program director. Married. Stable. References, disc, photo. Box 568E, BROADCASTING.

I've play-by-played over one hundred baseball games. Employed sports and chief announcer, three and a half years experience, former copy man, desires plenty of baseball, anywhere. All letters answered. Box 571E, BROADCASTING.

Invest $1000 to $5000 in AM operation or CP. Announcer-program director, 31, 9 years experience local indie to 5 kw net, veteran, BA Degree. Join progressive organization only. Box 578E, BROADCASTING.

Capable, experienced, announcer-program director, seeks permanent post in northeast. Box 583E, BROADCASTING.

Professionally trained announcer. Needs first job. 20. Single, disc, photo available. Box 592E, BROADCASTING.

Looking for an all-round staff announcer? I have one year of staff experience, own disc show, degree, highest references to offer. Box 596E, BROADCASTING.

Announcer. Commercials, news, acting, narration. Announcing experience small station, acting large stations. College graduate, single, prefer midwest. Box 597E, BROADCASTING.

Two-man team announcer experienced play-by-play all sports staff announcing combo or engineer. First phone, experienced, color all sports. High Hooper play and color team references. Box 599E, BROADCASTING.

Don't pass up this one. Announcer, writer, operator with experience. Working now. Wants job with western station. Box 601E, BROADCASTING.

Situations Wanted (Con't)

Attention Washington area: I have four years experience, do staff announcing, operate console and excel at baseball play-by-play. I plan to attend school in Washington approximately 6 months, starting June. Must have part time work. Available after one, weekly and all day Saturday and Sunday. Details on request. Box 602E, BROADCASTING.

Announcer, five years' general experience. Married, dependable. Age 22. Prefer southwest. $75. Box 603E, BROADCASTING.

Announcer, graduate oldest broadcasting school in country. CBS instructors taught all phases of broadcasting. Produced, sang, emceed amateur shows in Chicago nite clubs. Two years college. Former staff 5,000 watt NBC affiliate. Consider all offers. Box 607E, BROADCASTING.

Announcer, married, good ad-lib AM or PM disc jockey. 1 year experience, operate controls. Box 608E, BROADCASTING.

Experienced newsman and play-by-play sportscaster desires position insuring permanency. Highly recommended. Box 613E, BROADCASTING.

Baseball — play-by-play, basketball, football, staff. Young, married. Have copyrighted 15 minute sport feature. Available immediately. Box 614E, BROADCASTING.

Experineced announcer, continuity writer, single veteran, 24. Seven months experience-DJ, control operation, general staff. Absolutely no floater. Will answer all replies. Available immediately anywhere. Disc and photo available. Box 615E, BROADCASTING.

Combination man, news, DJ, write copy, 23, single. Will travel. Disc, photo on request. Box 618E, BROADCASTING.

Ex-network staff announcer-newscaster. Eight years experience, including play-by-play. At present associate director at New York TV station. Must leave this area for family's health. Desire position as announcer or director AM or TV, or both. Highly capable and can offer excellent references. Will consider any locality. Available May 15th. Box 622E, BROADCASTING.

Personality announcer—special shows, including disc, news and philosopher-poetry feature that sells. Sober, 14 years experience. Minimum salary $90 plus talent. Know programming, production. Box 627E, BROADCASTING.

Announcer? No experience. No talent. Unmarried, children. Drunk. Weak on news. Desires position with backward station. Coolie wages. Box 628E, BROADCASTING.

They say my diction and delivery is perfect. Three years experience including B.B.C. Newscaster. TV producer. Interested in locating east coast. Married. Box 632E, BROADCASTING.

Go west-young man! I like the idea. Experienced announcer wants to raise family in southwest climate. Disc available. Box 633E, BROADCASTING.

Available—Combo man with 6 years experience. Good voice. Dependable hard worker. Best references. Go anywhere if station is progressive. Box 634E, BROADCASTING.

First phone, 1 year, 10 months experience 250 watt. Recent graduate of TV course. Desire training as announcer and operator. Age 24. Box 636E, BROADCASTING.

Play-by-play sports man. Six years experience in all phases of play-by-play. Specializing in baseball. Last four years employed as sports director. Excellent references. Reply to Gene Frankel, Sports Director, WCFC, Beckley, West Virginia.

Announcer, 10 years experience, including two years television, seeks position. Sports, news, disc shows. John B. Egan, 510 Glen Allen Drive, Baltimore 29, Md.

Wanted, combination or engineering job. Experienced. First phone, good voice. College graduate. Excellent references. Available immediately. Donald Hall, 207 First Avenue, Beckley, West Virginia.

Top announcers; top newscasters; top writers; available now. Write, phone or wire Pathfinder School of Radio. 1222-A Oak St., Kansas City, Mo. HArrison 0473.

Personality disc jockey, sportscaster, announcer. Experienced with Mutual in the Nation's Capital and Florida stations. Single, outstanding references. Available now. Details, disc or interview. Ted. Work, 3100 Connecticut Ave. Washington, D. C. Hobart 6565, Ext. 127.

Situations Wanted (Con't)

Technical

Engineer two years broadcast, three years Army radar experience. Graduate RCA Institutes. Presently employed, seeking better job. Box 452E, BROADCASTING.

Engineer, chief engineer. Thoroughly experienced, AM-FM construction-installation - maintenance - studios - transmitter. Directional system any power. 18 years experience. Excellent references. Box 458E, BROADCASTING.

Chief engineer available. Highest caliber, experienced in management as well as all phases engineering. Bears recommendation of top consultants as well as present employers. Box 506E. BROADCASTING.

Experienced young chief engineer, experienced in construction, installation, maintenance, recording, remotes, board operation, etc. First phone, class A ham, can handle light combo work. Box 513E, BROADCASTING.

Recent RCA graduate, family man, now employed TV servicing. No broadcast experience. 1st class and amateur license, seeks operator or combination position. Box 533E, BROADCASTING.

Engineer degree 10 years experience all phases, licensed. Box 554E, BROADCASTING.

Combination engineer-announcer. Age 21. Single, one year experience. As announcer—would make a better butcher. Box 569E, BROADCASTING.

First phone license, seeks experience. Graduate of AM, FM and TV technical school. Single, young, willing and able to travel. Box 573E, BROADCASTING.

Former marine radio operator. First class telegraph, first phone and amateur licenses. Graduate of FM and television school. Box 576E, BROADCASTING.

First phone license with six years experience as combination operator-announcer. I am not one of those hot shots, but I will do you an honest day's work. I can make use of my own brain when the occasion demands. Prefer network station in small town in west or southwest. Box 594E, BROADCASTING.

Chief engineer-announcer. 10 years experience. Thoroughly competent all phases engineering. Better than average announcer. Available for interview in south. $75.00 weekly. Box 600E, BROADCASTING.

Engineer, 14 years experience, AM-FM, construction, installation, maintenance, studios, transmitter. 10 kw directional, available immediately. References. Box 606E, BROADCASTING.

Experienced first class radio telephone operator currently with twenty kilowatt New York City FM station. References from same. Will travel. Box 611E, BROADCASTING.

Engineer—First class phone license, amateur. Inexperienced. Any offer considered. Box 612E, BROADCASTING.

First phone license, married, car, experienced. Want to settle in northeast. presently employed. Box 619E, BROADCASTING.

Experienced transmitter and control board engineer. Seeking position in east, single, have car. Box 629E, BROADCASTING.

Engineer—Two years combination, two and one half years as 1 kilowatt and 250 chief. Good voice, top references. Desire permanent position with right station. Will answer all offers. Box 98, Montezuma, Indiana.

Engineer, experienced. Seeks permanent position with right station. Any locality. Will answer all offers. 416 West Willis, Perry, Iowa.

Chief engineer—Graduate EE; excellent technical background. TV if and when. Some announcing. Reliable, versatile, active ham, age 26. Have car. Available May 31. Post Office Box 592, Columbia, Missouri.

Attention—Due to economic conditions competent experienced staff of four available immediately, consisting of two engineers and two announcers—one announcer doing play-by-play of all sports, special events and former PD. Other announcer doing dj, news and saleswork. Full references available. Four cars. WCFC, Beckley, West Virginia.

Situations Wanted (Con't)

Engineer, experienced, console, transmitter. Young, single, do not smoke or drink. Salary secondary. Eugene Brown, Alden, Iowa.

Engineer, 1st phone, no experience, married. Like position in Mississippi or neighboring states. No combination work. Graduate of Cook's Radio School. Clifford Chance, Oakvale, Miss.

Engineers available. All with first phone. Complete training in operating a fully equipped broadcast studio, disc training and all phases of broadcast engineering, including building and repairing broadcast transmitters. Any location considered. Station managers are well pleased with Cook's Graduates. Wire or write furnishing full information. Cook's Radio School, 2933 North State St., Jackson, Miss.

Experienced engineer: first phone, college graduate, presently employed. Will do combo work, travel anywhere. Have car. Richard Delanoy, 207 First Ave., Beckley, W. Va.

Engineer, first phone, no experience, looking for that first break. Vet, married, age 31, car and willing to travel. G. Elliott, 45-06 39 Place, Long Island City.

Permanent position as radio operator wanted, will travel, first class phone. RCA graduate at present working. John N. Witkowski, 444 Wyona St., Brooklyn, N. Y.

Production-Programming, others

Experienced copywriter, women's commentator desires writing job, preferably with air work and women's activities. Prefer east. Veteran. College graduate. Box 489E, BROADCASTING.

Continuity writer, excellent background, best references. Interested in progressive station. Box 511E, BROADCASTING.

Is yours a New York state station? New England? Northeastern? Need a copywriter? Available: Personable young lady, well recommended, over three years practical radio experience. Strong selling copy. Also thorough knowledge of traffic, some air work. Situated comfortably in midwest, but homesick for good old northeast. Box 560E, BROADCASTING.

Looking for the opportunity. Copy, continuity, some announcing. Anxious for a future, but wife has to eat. College graduate, young, personable, eager. Will travel. Box 561E, BROADCASTING.

Young woman seeking position in radio. Training. Experience—Radio news reporting, broadcasting, sales. Especially interested in doing women's program. Presently employed. References. Box 570E, BROADCASTING.

Promotional-publicity man knows musical production thoroughly, former professional musician, wide acquaintances with leading entertainers desires association with agency. Announcing, disc jockey, radio sales background, presently employed. 30, college graduate. Box 577E, BROADCASTING.

Experienced radio man with emphasis on programming and engineering, desires managerial connection in small but progressive Texas market. Married. Salary important but secondary to opportunity to become established in community. Excellent references. Box 598E, BROADCASTING.

Program director-announcer. Experienced in all phases broadcasting. Young family man presently employed. Desire change because of financial conditions. Box 623E, BROADCASTING.

Promotion man with excellent background wants to help make the most of your promotion budget for you, handling audience and sales promotion and merchandising. Energetic idea man, diligent producer. Experience, references, and full information from Box 625E, BROADCASTING.

Television

Technical

Director film operations. 16 years camera experience, all 16 & 35mm, sound, silent, newsreel, production, edit-cut all film, color, B&W, neg, pos, rev. Can set up, direct newsreel operation, commercials, etc. Have managed theatres, many years projection experience; know agency operation, promotion, publicity, radio repair experience. Past 4 years in TV. Available May 1. Box 468E, BROADCASTING.

For Sale

Stations

For sale—Controlling interest of 20% of Connecticut daytime station. Give all details including financial ability in 1st letter. Write Box 631E, BROADCASTING.

For immediate sale. Complete broadcasting AM 250 watt station with complete Blaw-Knox radio tower, 179 feet, self supporting. This complete equipment can be shipped immediately and can be sold on terms. $5000.00 total price. J. J. Phillips & Sons, 124 E. Lachapelle St., San Antonio, Texas.

Equipment, etc.

For sale: 285 ft. guyed uniform cross-section composite tower. Complete with A-3 lighting, but less base insulator. Similar to, but stronger than any made. First class condition. In use until Oct. 17, 1949. Priced to sell complete $1.500 with lighting. Box 411E, BROADCASTING.

$11,000 FM WE 506B-2 complete, spares, 10 kw transmitter. New, never uncrated. Box 475E, BROADCASTING.

RCA BTF-250A FM transmitter and GE type BM-1-A frequency and modulation monitor with following UTC transformers: LS-83; LS-99; LS-105; three LS-93; PA-309 plate transformer, DC output, 3000-2500-2000 volts and 1 amp. Also centrifugal blower used to cool four 4x500 A Tubes. All used two years, in practically new condition. Make an offer for any or all of this equipment. Box 485E, BROADCASTING.

For sale. One RA-250 Raytheon 250 watt transmitter, slightly used and in good condition. Any reasonable offer will be considered. Available around May 1. Write, wire or phone Ted Froming, Chief Engineer, KAFY, Bakersfield, California.

RCA distortion and noise meter, type 69-C. Used very little. Priced at $150.00 for quick sale. Current factory price is $400.00. WBOC, Radio Park, Salisbury, Md.

Have several used guyed Wincharger towers. Will sell erected. Tower Construction Co., Commerce Bldg., Sioux City, Iowa. Phone 5-6761.

Wanted to Buy

Stations

New Jersey FM station wanted by experienced broadcaster. Will buy control or outright. Replies strictly confidential. Box 581E, BROADCASTING.

Equipment, etc.

One used 1000 watt AM transmitter. Send details, price. Box 590E, BROADCASTING.

Wanted: Used studio control equipment high fidelity only. Mikes, turntables, control console, etc. Must be in good condition and reasonably priced. Box 617E, BROADCASTING.

Help Wanted

Managerial

WANTED

MANAGER

For only station serving industrial community of over 75,000 people.

Fulltime station on excellent frequency.

Only capable, qualified and aggressive applicants will be considered.

Good salary to right man.

Send photo and complete letter.

BOX 616E, BROADCASTING

(Continued on next page)

Help Wanted

Salesmen

TRAVELING SALES REPRESENTATIVE FOR LEADING TRANSCRIPTION COMPANY

Liberal commissions. Territories open: South, Southwest, New England, Dakotas, Colorado, Montana, Wyoming, Maryland, Virginia, Delaware, Nebraska, Missouri, Kansas. Send photo and references. Big opportunity for right man with auto.

BOX 471E, BROADCASTING

Announcers

ANNOUNCER—EMCEE

Large midwestern AM-TV operation needs personable, experienced announcer-emcee for "personality" roles on both radio & TV. Salary open. Send recording, photos and background to Box 408E, BROADCASTING.

Situations Wanted

Announcers

AVAILABLE

Announcer — Chief Engineer

Network voice and ability

Ten years experience. Married. Sober. Prefer Texas or Florida.

BOX 588E, BROADCASTING

Technical

ARE YOU READY FOR THE THAW?

Or the clear channel decision? Position wanted as director of engineering or chief engineer with progressive broadcast organization now in TV or planning for TV. Fourteen years all phases broadcasting including administrative engineering and TV operational experience with major network in New York where now employed. Excellent references. Age 35, EE, family. Box 564E, BROADCASTING.

School

NATIONAL ACADEMY OF BROADCASTING, INC.
NAOB

STATION MANAGERS!

Need Trained Personnel?

BROADCASTERS!

Want a Refresher Course?

BEGINNERS!

Want to be a broadcaster?

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3338 16th Street, N. W.
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Washington 10, D. C.

Please send information concerning

☐ Correspondence ☐ Residence Courses.

Name..............................

Address..............................

City....................State........

For Sale

Stations

MIDWEST OPPORTUNITY

One kw FM independent station in Northern Illinois. Second richest county in state. Sixth richest in U. S. 72,000,000 retail economy. Only station in county. Has highest elevation in Illinois. Excellent opportunity for advertising executive or agency for market testing. Present owners have other interests. Can be had for lease with option to buy or attractive terms.

BOX 555E, BROADCASTING.

New York State
Radio Station
FOR SALE
$125,000

Fulltime 1000 watts located in city of over 100,000. Good earnings, good radio opportunity. Will finance.

Principals or qualified buyers only.

BOX 589E, BROADCASTING

Miscellaneous

Custom "Jingle"—$37.!

RICHARD Strout
Write
507 Fifth Ave.,
New York City
PRODUCTIONS HOLLYWOOD

Employment Service

WANTED AT ONCE

ANNOUNCER-ENGINEERS
with 1st Class Ticket

TIMES SALESMEN
with experience

Edward C. Lobdell Associates

17 East 48th St. New York 17, N.Y.

KTRE Baseball

EXCLUSIVE broadcast rights of all home and away games of the Lufkin (Tex.) Angels baseball club have been acquired by KTRE that city, Richman Lewin, station manager, has announced. KTRE also will broadcast all week night games of the Angels, he said. Roger Sizoo is station's sports announcer.

SAVANNAH CASE

Rivers Answers Protests

E. D. RIVERS Jr., grantee for a new AM station in Savannah, Ga., told FCC last week that the protest which existing Savannah stations registered against his grant was based on a desire to keep competition down.

The protest, filed by the Savannah Radio Council, claimed Mr. Rivers had not operated WEAS Decatur in the manner he told the Commission he would, and that there is a "serious question" as to his qualifications to operate a station in Savannah [BROADCASTING, March 13].

Mr. Rivers replied, in an answer filed by Philip M. Baker, Washington attorney, that WEAS has not failed to keep FCC informed of its program policies; that the station has "gone beyond [its] promises" with respect to service to Negro listeners and has built up a wide following for its religious programs; that it has emphasized "race, rural (programs) and religion," and that Mr. Rivers made clear in his application that he planned to "build the same type of public service in Savannah."

Mr. Rivers contended each of the stations in the Savannah Radio Council—WCCP WDAR-AM-FM WFRP WSAV-AM-FM and WTOC-AM-FM—has "found it necessary to depart from previous representations" with respect to program service.

Cites Constitution

He also claimed the council's constitution provides that the members "agree to abide by decisions and policies" of the council. This, he said, raises a question as to "whether there has been an unlawful delegation of the licensee's sole responsibility to operate their facilities in the public interest," and "whether the Savannah Radio Council is a combination in restraint of trade."

Mr. Rivers also claimed that as late as last December he was approached as a possible purchaser of WDAR and of WFRP. That, he noted, was before he got his grant for a new station in Savannah.

The grant, issued March 6, was for 900 kc with 1 kw, daytime only. The council asked FCC to set the grant aside and designate the application for hearing.

WRSW 'Moved'

BY INADVERTENCE, and at no cost to the management, FCC moved an Indiana FM licensee to Europe fortnight ago. An FCC motions calendar recorded a request of Reub Williams & Sons, operator of WRSW (FM) Warsaw, Ind., for continuance of the March 24 hearing on its application for a daytimer on 1050 kc with 250 w directionalized. The address given by FCC: Warsaw, Poland.

CIVIL DEFENSE

C. of C. Issues Report

BASIC STEPS for adequate wartime civil defense are proposed by a national defense committee of the U. S. Chamber of Commerce in a report, "Civil Defense in Your Community," released last Monday.

Communities should take an inventory of such existing facilities as "communications when normal means have been disrupted," transportation and other resources, the committee suggests. Appointment of a civil defense director by the mayor of each community also is recommended. (Forty-one of the 48 states now have such directors and 17 have provided for legislation to set up planning, it is pointed out.)

H. L. Tallman

H. L. (Mac) TALLMAN, 58, manager of WALB Albany, Ga., for the past two years, died of a chronic heart ailment on March 16. Born in Pennsylvania, Mr. Tallman had spent his adult life in the entertainment world and for many years conducted theatre pit orchestras. James H. Gray has been named acting manager of WALB.

Southern California
Fulltime Regional
$135,000.00

This kilowatt fulltime regional is located in a city of over 50,000 with retail sales $66,000,000.00 and area with three times that volume of sales. Commission growing. Good living conditions. Approximately $50,000.00 required for down payment with financing out over a short period of years.

CONTACT THE NEAREST OFFICE OF THE EXCLUSIVE REPRESENTATIVES

BLACKBURN-HAMILTON COMPANY, INC.
MEDIA BROKERS

WASHINGTON, D. C.
James W. Blackburn
Washington Bldg.
Sterling 4341-2

CHICAGO
Harold R. Murphy
333 N. Mich. Ave.
Randolph 6-4550

SAN FRANCISCO
Ray V. Hamilton
235 Montgomery St.
Exbrook 2-5672

FCC Actions

(Continued from page 76)

nl. time, 250 w employing presently censed vertical ant.

Following were granted licenses for ew remote pickups KOA-503 KA-3893 ntermountain Bcstg. and Television orp., Salt Lake City, Utah; KA-3361 KB-980 KA-3857 KA-3858 3859 3860 rontier Bcstg. Co., Waco, Tex.; KA-968, KA-2067, KA-2066, Colorado Bcstg. o. Inc., Pueblo, Col.

KFXD-FM Nampa, Ida.—Granted od. of license to change studio location of FM station to trans. site; also aiver 3.205(a) to continue announcing s Nampa station.

The Yankee Network, Boston—Granted mod. of license to change frequencies rom 31.62, 35.26, 37.34 and 39.62 to 5.19, 26.29 and 26.39 mc KA-5617.

The W. H. Greenhow Co., Hornell, N. Y.—Granted CP's and licenses for ew remote pickups KA-4013, KEA-513, KA-4012, KEA-514.

Murphy Bcstg. Co., Des Moines, Ia.—ranted CP's and licenses for new emote pickup KA-3128.

Richmond Radio Corp., Richmond, a.—Granted CP and license for new emote pickups KA-2041, KA-2040.

Following were granted CP's for new emote pickups KA-2849 Heart of the lack Hills Station, Deadwood, S. D. KA-6096 Asheboro Bcstg. Co. Asheboro, . C.; KGA-558 KGA-559 Hagerstown Bcstg. Co., Hagerstown, Md. KA-3311, he Constitution Pub. Co., Atlanta, Ga.

Airfan Radio Corp. Ltd., San Diego, alif.—Granted CP to make changes in xisting remote pickup KA-3008 to hange frequencies from 31.22, 35.62, 7.02 and 39.26 mc to 26.15, 26.25 and 5.35 mc and power from 30 w to 75 w.

Gila Bcstg. Co., Safford Ariz.—Granted CP to make changes in existing reote pickup KA-5498 to change frequencies from 30.82, 33.74, 35.82, 37.98 mc 1606, 2074, 2102 and 2758 mc, and hange equipment.

Sarkes Tarzian and Mary Tarzian rea, Bloomington, Ind.—Granted CP r new Experimental TV relay KA-097.

KDIA Auburn, Calif.—Granted mod. P to change type trans. and increase eight of vertical ant.

KICA Clovis, N. M.—Granted mod. CP to change type trans.

KDON Palm Beach, Calif.—Granted od. CP to change type trans. and ake changes in ground system.

WABA Aguadilla, P. R.—Granted od. CP change type trans. and studio cation.

Following granted mod. CP's for extension of completion dates as shown: PAR Parkersburg, W. Va. to 9-12-50; KNE Keene, N. H., to 9-19-50; KGVO issoula, Mont. to 6-11-50; WKVM recibo, P. R. to 6-15-50; WJBC-FM loomington, Ill., to 9-14-50; WIBA-M Madison, Wis. to 10-11-50; WDAK-M Columbus, Ga. to 9-30-50; WAFM irmingham, Ala. to 10-1-50.

WMBR-TV Jacksonville, Fla. to 10-17-; KRNT-FM DesMoines, Ia., to 9-30-50; GBS-FM Miami, Fla., to 10-12-50; SFH San Francisco to 10-5-50; KFLW-M Klamath Falls, Ore. to 9-7-50 on ondition that construction be completed by that date or an interim peration provided by then; WFMX La alle-Peru, Ill. to 9-6-50 on condition hat construction be completed or an nterim operation provided by that ate.

WKWF Key West, Fla., to 5-11-50; SLH St. Louis, Mo., to 4-30-50; WGNR ew Rochelle, N. Y., to 9-30-50; WMIN-M St. Paul, Minn. to 9-30-50; WEOL-M Elyria, Ohio, to 9-16-50; WFMZ llentown, Pa., to 8-22-50; WSYR-FM yracuse, N. Y. to 9-1-50.

KFXJ Grand Junction, Col.—Granted cense install. new trans.

WTTH Port Huron, Mich.—Granted cense change frequency, hours of opeation, increase power and install DA-1; 380 kc, 1 kw unl. DA-1.

WKAB Mobile, Ala.—Granted CP to nstall composite trans. at present loation of main trans. to be operated on 40 kc, 250 w for aux. purposes only.

WJMX Florence, S. C.—Granted mod. P to change from one guyed and two elf-supported towers to three guyed owers.

WIEL Elizabethtown, Ky.—Granted od. CP for approval of ant. trans. and tudio locations.

WTSA Battleboro, Vt. — Granted mod. CP for approval of ant. trans. and studio locations and change type of trans.

WPMP Pascagoula, Miss.—Granted mod. CP for extension of completion date to 9-7-50.

WFIR Danbury, Conn.—Same to 8-23-50.

WKMH Dearborn, Mich.—Same to 9-14-50.

WHAS Inc., Area Louisville, Ky.—Granted license for new Exper. TV Relay KA-4884.

Stromberg-Carlson Co. Area, Rochester, N. Y.—Granted CP and license for new Exper. TV Relay KA-6058.

Following granted CP's and licenses for new remote pickups: KA-6065, KA-6066, KA-6067, KA-6068 Pikes Peak Bcstg. Co., Colorado Springs, Col., KA-2349 Missoula, Mont., Western Montana Assoc.

Silver City Crystal Co., Meriden, Conn.—Granted CP for new remote pickup KA-6069.

WFBL-FM Syracuse, N. Y.—Granted request to cancel license for CP for new FM station.

KALW San Francisco, Calif.—Granted mod. CP to change trans. site; ERP from 1.5 kw to 1.25 and make changes in ant. system, subject to condition that prior to issuance of station license equipment performance measurements be submitted which indicate that operation of station is in conformance with Commission's Standards.

WBCO Bessemer, Ala.—Granted mod. CP to change type trans. and change studio location.

Nichols & Warinner Inc., Area Long Beach, Calif.—Granted request to cancel license for remote pickup KA-3410.

WEXI St. Charles, Ill.—Granted license new FM station. Chan. 292, (106.3 mc) 235 w 257 ft.

WTHI-FM Terre Haute, Ind.—Granted license for new FM station; Chan. 260, (99.9 mc) 7.4 kw, 330 ft.

Madrazo & Diaz, Fajardo, P. R.—Granted license for new remote pickup KA-5318.

Following granted licenses for new remote pickups: KA-5243 Southern Tier Radio Service Inc., Binghamton, N.Y.; KA-3224 Monahans Bcstrs., Monahans, Tex.; KA-3598, KKA-861, McKinney, Tex. McKinney Air Enterprises Inc.

Following granted CP's and licenses for new remote pickups: KA-3286 Voice of Alabama Inc., Birmingham, Ala.,; KA-3821 Oil Center Bcstg. Co., Odessa, Tex.; KA-2028 K P O J Inc., Portland, Ore.; KA-3287 Voice of Alabama Inc., Birmingham, Ala.; KA-2223, Southwestern Bcstg. Co., Little Rock, Ark.

United Bcstg. Co., Inc., Montgomery, Ala.,—Granted CP for new remote pickup KA-6044.

KFVD Los Angeles—Granted request for voluntary assignment of CP and license to newly formed partnership—J. Frank Burke, Sr., Mabel S. Burke and J. Frank Burke, Jr. and Betty Jane Burke as joint tenants, A partnership d/b as Standard Bcstg. Co.; no monetary consideration involved.

WJLK Asbury Park, N. J.—Granted mod. CP to change from alternate main trans. to aux. trans.

KNED McAlester, Okla. — Granted mod. CP to change type of trans.

March 21 Applications . . .

ACCEPTED FOR FILING

AM—930 kc

WTAD Quincy, Ill.—CP AM station to change from 930 kc 1 kw unl. to 930 kc 5 kw unl.

AM—850 kc

WKBZ Muskegon, Mich.—CP AM station to change from 850 kc 1 kw unl. DA-1 to 5 kw-D 1 kw-N DA-2 AMENDED to request 5 kw unl. DA-1.

AM—800 kc

KREI Farmington, Mo.—CP AM station to change from 1350 kc 1 kw D to 800 kc 1 kw D.

License for CP

KXRO Aberdeen, Wash.—License to cover CP to change frequency increase power, install DA etc.

KGIB Bremerton, Wash.—License for CP new AM station.

License Renewal

WBAA W. Lafayette, Ind.—Request for license renewal AM station.

License for CP

WJAC-TV Johnstown, Pa.—License to cover CP new commercial TV station to change studio location from Tribune Annex-Locust St., Johnstown to 329 Main St., that city.

March 22 Decisions . . .

BY COMMISSION EN BANC

Petition Denied

N. M. College of Agriculture & Mechanical Arts, College Station, N. M. and KOB Alburquerque, N. M. — By order denied joint petition requesting reconsideration of Commission's Memorandum Opinion and Order of Nov. 16, 1949, and grant of previous petition for waiver of Sec. 3.109 of rules or in alternative afford them oral argument; granted KOB extension of time to and including June 1 within which to comply with Sec. 3.109.

STA Granted

WKPT-FM Kingsport, Tenn.—Granted STA to go on air to April 1, pending action on application for renewal of license, when it is received. Station had failed to file for renewal of license, which expired March 1 but has advised Commission it wishes to continue, and is preparing renewal application.

March 22 Applications . . .

TENDERED FOR FILING

AM—1490 kc

WAPF McComb, Miss.—CP AM station to change from 1010 kc 250 w D to 1490 ko 250 w unl.

AM—930 kc

KIUP Durango, Col.—CP AM station to change from 1400 kc 250 w unl. to 930 kc 1 kw unl. DA-N.

AM—1280 kc

WSAT SALISBURY, N. C.—CP AM station to change from 1280 kc 1 kw D to 1280 kc 1 kw unl. DA-N.

Action Set Aside

KPLW Plainview, Tex. and KCBD Lubbock, Tex.—On own motion, Commission set aside action of March 6, which designated for consolidated hearing application of KPLW for mod. CP to change frequency from 1570 kc to 900 kc, and change location of trans. and studio to Floydada, Tex. with application of Tul'e Bcstg. Co. for new station at Tulia Tex. on 900 kc 250 w daytime only, and removed applications from hearing docket. On petition of KCBD set aside action of Oct. 21, 1949, which granted without hearing application of West Texas Bcstrs. Inc., for station on 1570 kc 250 w D and designated same for hearing on June 21 in Washingtón, and made KCBD a party to proceeding.

ACCEPTED FOR FILING

License for CP

WSAZ-TV Huntington, W. Va.—License for CP new commercial TV station to change studio location to W. Va. Bldg., Huntington.

AM—970 kc

Marmat Radio Co., Bakersfield, Calif.—CP new AM station 970 kc, 5 kw-D 1 kw-N DA AMENDED to request 970 kc 1 kw unl. DA.

AM—950 kc

North Cambria Bcstrs. Inc., Barnesboro, Pa.—CP new AM station 950 kc

(Continued on page 84)

W. VIRGINIA MEET

Clinton Named President

GEORGE H. CLINTON, vice president and general manager, WPAR Parkersburg, and general manager, WBLK Clarksburg, both in West Virginia, was elected president of the West Virginia Broadcasters Assn. at the annual business meeting held March 18 in the Chancellor Hotel, Parkersburg.

Mr. Clinton

Mr. Clinton succeeds John S. Phillips, WCAW Charleston general manager, who has been president for the past two years. Other officers named were Joe L. Smith Jr., president, WJLS Beckley and WKNA Charleston, vice president, and Alice Shein, general and commercial manager, WBTH Williamson, secretary-treasurer.

Five directors at large elected included William Rine, WWVA Wheeling; F. J. Evans, WPLH Huntington; Emile Hodel, WCFC (FM) Beckley; George Gray, WKNA, and Marshall Rosene, WSAZ Huntington. Mr. Rine was designated large station director; Mr. Evans, small station director; Mr. Hodel as FM station head; Mr. Gray, medium station director, and Mr. Rosene as TV director.

Nearly 40 West Virginia broadcasters and wire service representatives attended the business session which dealt with current activities of the WVBA. During the meeting, new district directors were appointed and a committee was formed to work with the West Virginia State Newspaper Council in arranging a program for the annual council conference slated for Oct. 19-20 at Morgantown. A broadcasters' clinic will be held at the conference.

Principal business at the session concerned the moving of the West Virginia group from the fourth district of the NAB to a more suitable location. A resolution will be sent to Judge Justin Miller, NAB president, urging such a move.

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FCC ROUNDUP

New Grants, Transfers, Changes, Applications

Box Score

SUMMARY TO MARCH 23

Summary of Authorizations, Stations On the Air, Applications

Class	Total On Air	Licensed	CPs	Cond'l Grants	Applications Pending	In Hearing
AM Stations	2,112	2,081	186		302	266
FM Stations	711	494	265	*4	47	24
TV Stations	102	35	74		347	182

* Two on the air.

CALL ASSIGNMENTS: KACE Dallas, Tex. (Texas Star Bcstg. Co., 740 kc, 10 kw day, 5 kw night); KATI Los Angeles (Coast Radio Bcstg. Corp., 1540 kc. 5 kw day); KAVL Lancaster, Calif. (Antelope Bcstg. Co. Inc., 1340 kc, 250 w unlimited); KBKH Pullman, Wash. changed from KPMN (Bayton & Hicks); KOLS Pryor, Okla. (Lakes Area Bcstg. Co., 1570 kc, 250 w daytime); WATG Ashland, Ohio (Beer & Koehl, 1340 kc, 250 w unlimited); WATG-FM Ashland, Ohio changed from WATG (Beer & Koehl); WGET Gettysburg, Pa., changed from WGEY (Times & News Pub. Co.); WHIP Mooresville, N. C. changed from WNES (Wayne M. Nelson); WJEH Gallipolis, Ohio (Ohio Valley On The Air Inc., 990 kc, 250 w day); WLNJ Smithfield, N. C. (Selma-Smithfield Bcstg. Co., 1270 kc, 1 kw day); WMOD Moundsville, W. Va. (James D. Sinyard 1470 kc, 1 kw day).

* * *

Docket Actions . . .

INITIAL DECISIONS

WBUD Morrisville, Pa. and WTNJ Trenton, N. J.—Initial decision by Examiner J. D. Cunningham to grant application of Morrisville Bcstg. Co. to change from 1490 kc, 250 w unlimited to 1260 kc, 1 kw unliminted directional and change transmitter and studio location from Morrisville to vicinity of Trenton, N. J. and to deny application of WOAX Inc., to increase power of WTNJ Trenton from 250 w and to continue operation during daytime hours only on 1260 kc in lieu of 1300 kc. See story Broadcasting March 20, p. 90. Initial decision March 17.

Mid-Island Radio Inc., and Patchogue Bcstg. Co., Patchogue, N. Y.—Initial decision by Examiner Hugh B. Hutchison to grant application of Mid-Island Radio Inc. for new station on 1580 kc, 250 w daytime at Patchogue, N.Y. and to deny application of Patchogue Bcstg. Co. for same facilities. See story this issue. Initial decision March 20.

KBIG Des Moines, Ia.—Initial decision by Examiner Hugh B. Hutchison to deny as in default application of Radio Station Des Moines Inc., for extension of construction permit authorized No. 13, 1947 on 740 kc, 250 w daytime. See story this issue. Initial decision March 21.

OPINIONS AND ORDERS

KMPC Los Angeles, WJR Detroit, WGAR Cleveland—Adopted memorandum opinion and order denying motion to set aside order appointing hearing examiner in proceeding involving renewal of licenses for said stations. Order March 22.

Olney Bcstg. Co., Olney Tex.—Adopted memorandum opinion and order denying petition of Olney Bcstg. Co. for reconsideration of initial decision which denied application for default and adopted Examiner's decision and denied application for new station on 1590 kc, 250 w daytime. Order March 23.

John Townsend, North Platte, Neb., and Nebraska Rural Radio Assn., Lexington, Neb.—Adopted memorandum opinion and order granting petitions of John Townsend and Rural Radio Assn., for review of Examiner's opinion and order of Jan. 18 which denied John Townsend leave to amend application; vacated and set aside order and granted Townsend application to request 1280 kc in lieu of 1010 kc and both applications removed from hearing. Order March 23.

Lakeland Bcstg. Corp., and John R. Tomek. Wausau, Wis.—Adopted memorandum opinion and order granting petition of Lakeland Bcstg. Corp., to review Examiner's opinion and order of Sept. 16, 1949; set aside order and granted in part Lakeland's motion of Sept. 14, 1949 for leave to amend application; denied petition for enlargement of issues in this proceeding; denied petition of Sept. 27, 1949 to set for further hearing application of John R. Tomek for new station at Wausau, and supplementary petition of Nov. 7; on own motion Commission ordered further hearing in proceeding to be held at Wausau, Wis. April 12. Order March 23.

Non-Docket Actions . . .

AM GRANTS

Houlton, Me.—Northland Bcstg. Co. granted new station on 1400 kc, 250 w fulltime. Construction costs: $13,510. Lieut. Hale N. Tongren, stationed at Navy's electronic supply office Great Lakes, Ill., is 51% owner. He will be president and treasurer. There are 11 stockholders with minor interests. Granted March 20.

Richlands, Va.—Clinch Valley Bcstg. Co., granted new station on 1050 kc, 1 kw daytime; estimated construction cost: $31,775: Co-partnership includes J. H. Horne, coal business, and John C. Gillespie, farmer, Jesse F. White, merchant, and J. Powell Royal Jr., grocer. Granted March 20.

WTOB Winston-Salem, N. C.—Granted switch in facilities from 710 kc 1 kw daytime to 1380 kc 1 kw unlimited, directional. Granted March 20.

WGBI Scranton, Pa.—Granted application to operate on 910 kc 1 kw day, 500 w night unlimited time instead of present sharing time with WQAN Scranton. Subject to condition that WGBI does not commence unlimited operation until WQAN is licensed to operate on 630 kc. Granted March 20.

KYMA Yuma, Ariz.—Granted switch in facilities from 1240 kc 250 w unlimited to 1400 kc 250 w unlimited. Granted March 20.

FM GRANTS

Andalusia, Ala. — Andalusia Bcstg. Co. Inc., granted Class B FM station on Channel 251 (98.1 mc). ERP 10.5 kw, ant. 160 ft. Andalusia Bcstg. Co. Inc., is licensee of WCTA AM outlet that city. Granted March 21.

Muncie, Ind.—Wilson Jr. High School, granted noncommercial educational FM station on Channel 218 (91.5 mc) ERP 10 w. Granted March 21.

ALLOCATION PLAN AMENDED

Revised tentative allocation plan for Class B FM stations amended to allocate Channel 251 to Andalusia, Ala. to make possible grant of application for that city. See FM grants this issue.

TRANSFER GRANTS

WHIT New Bern, N. C.—Granted assignment of license from Coastal Bcstg. Co., licensee, to Harmon L. Duncan for consideration of $75,000. Mr. Duncan's other radio interests include WDUK Durham, N. C., general manager and vice president, 451 sh.; WGTN Georgetown, S. C. 33⅓% interest. WHIT is assigned 1450 kc, 250 w unlimited. Granted March 20.

KWNW Wenatchee, Wash.—Granted transfer of control of Apple-Land Bcstrs., licensee, through issuances of new stock and several minor transfers since 1948. J. B. Hatfield, president and 16% owner, and Fred J. Schaaf, secretary-treasurer and 28% owner, were original incorporators. Other present stockholders and interests include: A. L. Anderson, 15%; James P. Parks, 16%; Anthony J. Sternling, radio technician 7%; Vera J. Sternling, 5%; Robert E. Stickel, 6%; Irma Sutton, 2%; Clyde B. Kellogg, 0.4%; Frank E. Smith, 3% and Thomas Roberts Jr., 2%. KWNW is assigned 250 w on 1340 kc. Granted March 20.

KOWL Santa Monica, Calif.—Granted acquisition of control of KOWL Inc., licensee, by Arthur H. Croghan, manager and 50% owner, through purchase of 50% interest from Gene Autry for $80,000 original purchase price. KOWL is assigned 5 kw day on 1580 kc. Granted March 20.

KNAF Fredericksburg, Tex.—Granted transfer of control of Gillespie Bcstg. Co., licensee from Gerald P. Fisher to Walter T. McKay and Arthur Stebling. In 1948 Mr. Fisher transferred his 5,000 sh. or 36.34% stock to Mr. McKay and Mr. Stehling bringing their interests to 50% each. KNAF is assigned 1340 kc, 250 w unlimited. Granted March 20.

WVSC Somerset, Pa.—Granted assignment of construction permit from Theodore H. Oppegard, Carl R. Lee and Kenneth E. Cooney d/b as Somerset Bcstg. Co. to new firm of same name. Mr. Cooney sells his ⅓ interest which constituted his original investment in CP to Mr. Oppegard and Mr. Lee for $500. WVSC is assigned 250 w day on 990 kc. Granted March 21.

Deletions . . .

THREE AM authorizations two FM permits and one TV permit were reported deleted last week by FCC. Total since Jan. 1, AM 20; FM 25; TV 2. Deletions and reasons for withdrawal follow:

KCOI Coalinga, Calif.—KCOI Bcstg. Co. CP. Modification not filed.

KALC Alamosa, Col.—San Luis Valley Bcstg. Co. CP. Request of permittee.

WCLB Cobleskill, N. Y.—Schoharie County Community Service Bcstg. Co. CP. Modification not filed.

KROY-FM Sacramento, Calif.—Harmco Inc. CP.

KOAD(FM) Omaha, Neb.—Mid-Continent Bcstg. Co. CP. Request of permittee.

WRTB(TV) Waltham, Mass.—Raytheon Mfg. Co. CP. Application for extension of completion date denied.

New Applications . . .

AM APPLICATIONS

Flagstaff, Ariz.—Lyle C. Treakle and Chester A. Burn, 1400 kc, 250 w unlimited. Estimated construction cost: $13,175. Mr. Treakle is president and 55% owner Radio Institute Inc. (school), Salt Lake City, Utah, and secretary-treasurer Western Radio Institute, Denver, 50%; Mr. Burn is secretary treasurer and 33% owner Radio Institute, Salt Lake. Filed March 21.

South St. Paul, Minn.—South St. Paul Bcstg. Co., 1590 kc, 1 kw daytime. Estimated construction cost: $18,299. Application previously filed March 2 [BROADCASTING March 6, p. 87] and returned. Resubmitted March 21.

Spur, Tex.—Marshall Formby, 1260 kc, 250 w unlimited. Estimated construction cost: $21,000. Mr Formby owns 50% KPAN Hereford, Tex., 25% KSNY Snyder, Tex., KVMC Colorado City, Tex. and is 44% owner of application for new station at Floydada, Tex. Filed March 22.

Little Falls, N. Y.—Rock City Bcstrs., 1230 kc, 100 w unlimited. Estimated construction cost: $13,617. Equal partners are M. Robert Feldman, employed by retail furniture business and Arthur S. Feldman, director of special events for MBS and has 51% interest in application for AM station at Fort Wayne, Ind. Filed March 22.

Ft. Meyers, Fla.—Robert Hecksher, 1400 kc, 250 w unlimited. Estimated construction cost: $15,960. Mr. Hecksher is employed by Navy Dept. Bureau of Ships, Electronics Division, Washington, D. C. Filed March 22.

TRANSFER REQUESTS

WQUA Moline, Ill.—Transfer of control in Moline Bcstg. Co., licensee, from Bruff W. Olin Jr. to Quad-City Bcstg. Corp., for $130,000. Dalton Le Masurier is president and owns 100% of stock of Quad-City. His other radio interests include 74% owner KDAL Duluth, Minn., and interest in WIRL Peoria, Ill. He is also president and 75% owner of Red Wagon Equipment Corp. WQUA is assigned 250 w unlimited on 1230 kc. Filed March 17.

KNOW Austin, Tex.—Acquisition of Frontier Bcstg. Co., licensee, by Wendell Mayes through retirement to treasury of 5 sh. or 50% of stock held by C. C. Woodson. Mr. Woodson sells his interest for $40,450.83 plus 50% of profits of operation from Sept. 1, 1949 to April 1, 1950. KNOW operates with 250 w unlimited on 1490 kc. Filed March 17.

WVVW Fairmont, W. Va.—Acquisition of control of Fairmont Bcstg. Co., licensee, by Patrick J. Beacom. Mr. Beacom presently holds 232.37½ sh. of 550 sh. of stock outstanding. He purchases 232.37½ sh. from George J. Feinberg for $23,737.50; 24.75 sh. from Clarence

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FCC Actions

(Continued from page 83)

Applications Cont.:

500 w D AMENDED to change officers, directors and stockholders.

AM—1390 kc

WEED Rocky Mount, N. C.—CP AM station to change from 1450 kc 250 w unl. to 1390 kc 1 kw unl. DA.

Modification of License

KECC Pittsburg, Calif.—Mod. license to change name from Pittsburg Bcstg. Co. to KECC Inc.

License for CP

KCHI Chillicothe, Mo.—License for CP new AM station.

Modification of CP

Mod. CP new FM station for extension of completion date: KFI-FM Los Angeles: WELI-FM New Haven, Conn.: WCOH-FM Newnan, Ga.: WTCN-FM Minneapolis; WWOL-FM Buffalo, N. Y.: KOMA-FM Oklahoma City; WARD-FM Johnstown, Pa.

WCNT-FM Centralia, Ill.—Mod. CP new FM station to change ERP to 2 kw, ant. to 197 ft.

WHO-FM Des Moines, Ia.—Mod. CP new FM station to change ERP to 404 kw, ant. to 686 ft.

License Renewal

Request for license renewal FM station: WEED-FM Rocky Mount, N. C.; KVOE-FM Santa Ana, Calif.

Modification of CP

KRLD-TV Dallas, Tex.—Mod. CP new commercial TV station for extension of completion date to 10-1-50.

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Another BMI "Pin Up" Hit—Published by Hill & Range

PETER COTTONTAIL*

On Records: Roy Rogers—Vic. 21-0173; Mervin Shiner—Dec. 46221; Johnny Lee Wills—Bullet 700; Frank Luther—Dec. 88034; Curt Massey—Lon. 668; Two Ton Baker—Mer. 5397; Jack Day—Coral 64036; Gene Autry—Col. 38750; Jimmy Wakely—Cap. 929; Derry Falligant—MGM 10675; Guy Lombardo—Dec. 24951.

On Transcription: George Wright—Thesaurus; Bob Crosby—Standard.

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1950 **March 27** 1950

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E. Smith for $2,500; 24.75 sh. from Robert L. McCoy for $2,500. WVVW is assigned 1490 kc, 250 w unlimited. Filed March 22.

KSTN Stockton, Calif.—Assignment of license from Dr. Harry Morgan, Knox LaRue, N. John Anton and Dwight Newton, a partnership to new corporation San Joaquin Bcstg. Co. Corporation has identical members and same percentage of ownership as did partnership. KSTN is assigned 1420 kc, 1 kw unlimited directional. Filed March 22.

WSHB Stillwater, Minn.—Assignment of license from St. Croix Bcstg. Co., licensee, to William F. Johns Sr., William F. Johns Jr., and Penrose A. Johns, partnership d/b as St. Croix Bcstg. Co. Corporation desires to operate as partnership with present stockholders having same proportionate interests if application is approved. WSHB operates with 250 w daytime on 1220 kc. Filed March 22.

WJJD Chicago, Ill.—Assignment of license from WJJD Inc., an Illinois corporation to WJJD Inc. a Delaware corporation. Stock in WJJD is wholly owned by Field Enterprises Inc., Delaware corporation and counsel for Illinois corporation suggested place of organization be changed to effect economies in state taxes. WJJD operates with 50 kw L on 1160 kc, directional. Filed March 20.

WMRY New Orleans and **KCIJ** Shreveport, La.—Transfer of control in Southland Bcstg. Co., permittee, through retirement to treasury of 765 sh. or 51% of stock held by Joe Darsky. Mr. Darsky had paid $1,912.50 into company or half the amount subscribed, but now wishes to withdraw and parties agree to free him from obligations under contract. WMRY is assigned 500 w day on 600 kc; KCIJ operates with 5 kw D on 980 kc. Filed March 20.

WCIF Madisonville, Ky.—Assignment of license from Madisonville Bcstg. Co. Inc. to Pierce E. Lackey individual. Application filed simultaneously for assignment of license from Pierce E. Lackey to Messenger Bcstg. Co. for a consideration of $60,000. Messenger Bcstg. Co. is licensee of FM outlet WFMW Madisonville and was preparing to apply for AM station. Both parties feel that town size of Madisonville could not support two stations. WCIF is assigned 250 w daytime on 730 kc. Filed March 20.

KOSE Osceola, Ark.—Assignment of license from H. F. Ohlendorf, licensee, to Osceola Bcstg. Corp. for $45,000. Principals in new corporation include Mr. Ohlendorf who retains 51% and is president; J. C. Buchanan, 50% owner Buchanan Chevrolet, vice president 11% plus; Dr. George Cone, dentist, 5½%; J. T. Cromer, ⅓% Cromer Milling Co., 5½%; H. A. Segraves, farm manager, 5½%; Richard Cromer, farm manager 5½%; Sam M. Hodges, publisher Osceola Times, weekly newspaper, 5½%; G. B. Segraves, attorney, ½%; E. H. Burns, farm manager 2%; and Julia M. Morrison, secretary, ⅔%. KOSE is assigned 1 kw unlimited on 860 kc. Filed March 6.

WDXB Chattanooga, Tenn.—Assignment of CP from Joe V. Williams Jr., to WDXB Inc. Mr. Williams desires to devote his time to his law practice and sells for $50,000. Principals in WDXB Inc. include: Joseph Bloom, who with wife is owner of Forjoe & Co., president 50%; David Cohen, vice president and ⅓ owner Cohen Bros. real estate holdings, vice president 0% and Charles Gullickson, secretary. WDXB is assigned 1490 kc with 250 w unlimited. Filed March 15.

KTKT Tucson, Ariz.—Assignment of CP from Thomas J. Wallace, permittee, to KTKT Inc. Mr. Wallace believes that corporation is more adaptable method of handling business than individual proprietorship. Principals in corporation include Mr. Wallace who retains 33⅓%; Gail Hummel, owner of Gadsden Builders, general contractors and Hummel Motel, 33⅓%; Philip R. Hurlbut, independent applicant for new AM station at Flagstaff, Ariz., 16⅔% and Bernice Hurlbut, housewife, secretary-treasurer, 16⅔%. Mr. Hummel and Mr. Hurlbut to bear expenses of incorporation. KTKT is assigned 1490 kc, 250 w unlimited. Filed March 15.

Norton Recovered

ED NORTON, chairman of the board of the Voice of Alabama (WAPI, WAFM (FM) and WAFM-TV Birmingham, Ala.), last week returned to his desk following an operation a fortnight ago and two weeks convalescence in the hospital.

BOB BURGER (l), WCAX man-on-the-street in 1949, meets and interviews division managers of Sears, Roebuck & Co., Burlington.

* * *

When Burlington Buys

(Continued from page 23)

guide our efforts to get comments from our audience on how they liked the program and what suggestions they might have for improvements.

"In order to accomplish this, small prizes were offered for questions submitted for use on the program provided they were submitted with comments regarding the program. A first prize of $10 in Sears Credit Coupons was offered for the best question, two second prizes of $5 in Credit Coupons and $1 for every question used on the program. This offer was made for three weeks. In that three-week period over 400 entries were received. Praise for the program was more than abundant. Though the audience was instructed to send its entries to WCAX, well over a third of them were directed to Sears, Roebuck."

That description by Mr. Truedel of program acceptance and sponsor identification is backed up by his version of the institutional results attained by the broadcast series:

Results Attained

"The institutional objectives are being accomplished. We are being kept in the public mind day in and day out. We have created goodwill because of the public acceptance of our program. Our slogans are becoming common knowledge. Our credit plans and credit coupon plan are kept before the public.

"Four out of five days a week we draw a crowd in front of our store. Five days a week an average group of 10 persons comes into our store to listen to their voices on our Sears Silvertone wire recorder. Identification of our principal brand names has improved measurably. In short, the initial objectives for which this program was started have been met beyond our expectations.

"One specific institutional value is worth mentioning. Because of the arrangement of having the people interviewed on the program come into the store to hear their voices, the m. c. has the opportunity to say as he completes each interview, 'Be sure to come upstairs and hear your voice on the Sears Silvertone wire recorder.'

"This has meant that our brand name Silvertone has become as familiar in the public mind in this area as any of the nationally advertised radio brand names. We cannot imagine the accomplishment of the same result in any other way or through any other medium or combination of media without a tremendous expenditure far and above the cost of the program which, as we have explained, served many other purposes."

Results General

These results are of a general nature. Getting down to cases, Mr. Truedal lists a few examples of merchandising projects. Here is the way he put it in the NRDGA entry:

"The first specific results which made us wonder if we weren't underrating radio came after devoting one program to announcing that the new Sears catalog was available. We had placed a newspaper ad on this the day before and had gotten some action. We put it on the radio the next day just as a matter of course. The response was immediate, and all catalogs were ordered by mid-afternoon.

"For the past three months we have been regularly using radio to sell merchandise. The results have been more than satisfactory in relation to the cost of promotions. Three specific results follow where no other advertising was used.

Pinking shears were advertised for three successive days—Monday, Tuesday and Wednesday. By the end of the week our complete stock of 187 was sold.

Our department had a vacuum cleaner promotion which was supported twice by our radio program. Twenty-seven units were sold and the department had a 28.7% increase over last year for this period.

We carried a special traffic-getting rose promotion, and in one day sold the complete stock of 500 dozen roses.

"In most instances we tie our radio in with the rest of our advertising and have been aware of the real sales help it has been. However, in these instances it is difficult to assess the relative results of different media. For that reason we have confined our examples to the few instances where radio has been exclusively used or its results could be specifically ascertained."

Long-Range Aspect

That's Mr. Truedel's summary of some of Sears' specific promotions. Summarizing the long-range aspects of the broadcast, he says:

"Our Sears, Roebuck store in Burlington has had a good growth these past few years. Though logically we cannot attribute this in any major portion to our radio program—there are too many other factors—we do feel that our *Sears Man-on-the-Street* program has been a major factor in our public relations and hence our sales effort.

"The things that we have been able to accomplish by this program could hardly be accomplished so neatly and easily by any other program or any medium at such a cost. *Sears Man-on-the-Street* program has become a part of Sears, Roebuck and a part of the public consciousness of Sears in this area."

Is Sears satisfied to sit back and remain satisfied with these results, good as they are? Not at all. Looking forward Mr. Truedel says, "We have been pleased to discover the merchandising possibilities of our program and intend to explore these further."

RAZOR BLADES BY THE MILLIONS

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➔ *See Centerspread This Issue* ←

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ON THE AIR EVERYWHERE 24 HOURS A DAY

L.B. Wilson

WCKY

CINCINNATI

50,000 WATTS OF SELLING POWER

At Deadline...

RCA'S NEW COLOR TV TUBE DEMONSTRATED FOR FCC

POTENTIAL SOLUTION of some of color television's fundamental technical problems seen Friday after closed-door demonstration of RCA's new single tri-color picture tube to FCC and staff members. Demonstration of awaited tube, first outside laboratory, was held Thursday night and reported to other participants in color hearing at Friday session. FCC meanwhile set April 6 as date for official demonstration for record of hearing.

Although details of tube and its performance were not disclosed officially, it was known RCA presented two types of tri-color tube—one single gun and one triple gun, with latter said to give rendition most nearly approaching perfomance of RCA's present three-tube color system. Some observers considered new tube to be "great stride" in color development, emphasizing its usability in all color systems and removal of restrictions on screen size.

Both tube models shown were 16-inches, longer than RCA's present monochrome kinescopes of that size and hence said to present unique conversion problem in that they protrude from rear of set. RCA witnesses already have testified they can build large tri-color tubes easier than small ones. Single-gun tri-color picture tube was said to require about 10 receiver tubes more than monochrome sets, plus accompanying extra circuitry, while tri-gun picture tube adds still another 10 tubes plus circuitry. Rough estimate of $10 was cited as cost for "adding a tube" and its circuits, making single-gun sets cost some $100 above monochrome, not considering cost of tri-color picture tube itself.

FCC color hearing continued Friday with CBS showing off-tube 16mm films of 525-line monochrome transmission, black-and-white pickup of 405-line CBS color, and CBS color TV medical demonstration at Atlanta [TELECASTING, Feb. 6, 14].

ABC STORE SPONSORSHIP

EXPERIMENTAL techniques that ABC-TV believes may set pattern for future use of television by department stores will be used in special half-hour program sponsored by Arnold Constable, New York store, on WJZ-TV New York, ABC station, March 29, 4:30-5 p.m. Program will be telecast live from store itself, with store's buyers appearing in person to talk about products advertised.

EASTON-ALLENTOWN PLEA

SECOND petition for writ of mandamus against FCC in Easton-Allentown, Pa., case filed in U. S. Court of Appeals for D. C. by Allentown Broadcasting Co. (WHOL Allentown), winner of FCC decision which court remanded for further action. In sequel to rival Easton Publishing Co.'s petition for writs of prohibition and mandamus [BROADCASTING, March 20], Allentown Broadcasting asked court to issue mandamus requiring FCC to comply with court decision and issue findings on basis of original hearing record rather than hold further hearing which FCC has scheduled.

NBC SATURDAY CHANGE

ALTHOUGH not abandoning entirely original plan to sell one-minute announcements in its 2½-hour Saturday night television show, NBC-TV now offering half-hour blocks of show for single sponsorship as well.

HUGO REYER APPOINTED TO NEW POST AT FCC

HUGO REYER, FCC's executive assistant chief accountant, appointed Friday to be assistant chief accountant under Chief William J. Norfleet in Commission's new Office of Chief Accountant [BROADCASTING, March 13, 20]. Hyman H. Goldin, acting chief of economics and statistics division, to be chief of new Office's Economics Division. John J. Nordberg, chief of original cost and depreciation branch of present accounting regulation division, named chief of new Office's Accounting System Division.

Following appointments announced for FCC's new Common Carrier Bureau under Chief Harold J. Cohen, now assistant general counsel in charge of law bureau's common carrier division:

Jack Werner, assistant chief of law bureau's common carrier division, to be assistant chief of Common Carrier Bureau; Marion H. Woodward, now assistant chief engineer and chief of present common carrier division of Engineering Bureau, to be chief of International Division; John R. Lambert, now chief of tariffs and telephone rates branch of Accounting Bureau, to be chief of telegraph division; Curtis M. Bushnell, now in Accounting Bureau's field division, to be chief of telephone division; Charles R. Makela, now chief of Accounting Bureau's field division, to be chief of field co-ordination unit; Alexander Ueland, now in common carrier branch of Accounting Bureau's economics and statistics division, to be chief of Common Carrier Statistical Division.

All appointments effective April 3.

ALLOCATION PROPOSAL ADDS 10 TV CITIES

TV ALLOCATION proposal which it said would provide 10 cities with their first VHF channels without robbing any other community was filed with FCC Friday by WBTM Danville, Va.

Station said its plan would revise but not curtail FCC's own proposed allocation for 17 cities in eight states and that one VHF channel would be provided for each of following communities omitted from FCC's VHF proposal: Durham, Greenville, and Raleigh, N. C.; Zanesville, Ohio; Greenville, S. C.; Johnson City and Kingsport, Tenn., and Charlottesville, Danville, and Winchester, Va.

WBTM's proposal, filed by Washington Attorney John H. Midlen and Consulting Engineer George C. Davis, "can be effectively accomplished without any serious problems of co-channel or adjacent-channel interference to the Grade A or B service of the respective assignments," FCC was told. WBTM said it would apply for Channel 7, which its plan would move to Danville from Roanoke. Roanoke would get VHF Channels 9 and 11 in lieu of Nos. 7 and 10 as proposed by FCC.

EXAMINER REVIEWS ORDER

EXAMINER J. Fred Johnson Jr., conducting FCC hearing on news-slant charges against G. A. (Dick) Richards, agreed Friday to take under further consideration his order that FCC counsel permit Mr. Richards' attorneys to examine so-called "confidential" affidavits filed by Robert Horn, former newsman for Mr. Richards' KMPC Los Angeles. Decision to reconsider came at urging of Frederick W. Ford, FCC's chief counsel in hearing (early story, page 24).

Closed Circuit

(Continued from page 4)

George Sadowski's (D-Mich.) measure to set up an overall frequency allocations board is being laid aside in favor of immediate study of Senate-passed McFarland Bill (S 1973) to reorganize FCC procedures. Group also expected to carefully digest FCC criticisms of McFarland measure as set down in "model bill" [BROADCASTING, March 6].

BATTLE of Johnson (Sen. Ed. C., D-Col.) vs. Johnston (Eric, president of Motion Picture Assn.) can be expected to take new and more satisfactory turn. They met in Washington last Tuesday for hour's huddle on Senator Ed's bill to license motion picture industry as means of attacking "moral turpitude" aspects. It's presumed hearings will be held on bill (S-3237) but that it will wind up with motion picture industry agreeing to police itself.

GENERAL MILLS, Minneapolis, looking over new Dave Garroway NBC-AM show, slated to be aired five weekly, 9:30 to 10 a.m. (CST) from Chicago starting April 3.

NOT BROADCASTING, but safety and special services functions probably will be next survey subject in FCC's gradual staff-wide functional reorganization. Surveys will be directed by Charles Koblentz, in management programming and personnel work in Government for past 11 years, most recently with War Assets Administration, who was hired for reorganization job and did one which was basis for recent Common Carrier realignment. He's now assistant to FCC Executive Officer William K. Holl.

INTEGRATION of NBC's KNBH (TV) Los Angeles into network's Owned and Operated Stations Division, reporting to James M. Gaines, division director, foreseen in report of impending assignment of Thomas B. McFadden, now manager of NBC's New York stations, as manager of KNBH (TV). Los Angeles station now reports through Sidney N. Strotz, administrative vice president in charge of Western Division, to Charles R. Denny, executive vice president.

McCANN-ERICKSON, New York, and Chrysler Corp. awaiting end of United Auto Workers strike to start sponsorship of half-hour video program. Agency so far has submitted variety and dramatic type shows to advertiser.

NATION's smallest television city, Bloomington, Ind., may soon have direct link with coaxial cable (see network story page 59). Present plans of Sarkes and Mary Tarzian, WTTV (TV) Bloomington owners, understood to call for installation of microwave relays to link station with cable at Cincinnati. Station affiliated with ABC-TV, CBS-TV and DuMont

MRS. GARDNER COWLES SR.

MRS. GARDNER COWLES Sr., 88, mother of Gardner Cowles, president of Cowles Broadcasting Co. and of Des Moines *Register* and *Tribune*, died Wednesday in Des Moines. Widow of publisher of *Register* and *Tribune*, she is survived by six children.

CCIR GREETING VIA TV

DELEGATES of International Radio Consultative Committee (CCIR) meeting today (Monday) in Statler Hotel, New York, to be greeted via TV by FCC Chairman Wayne Coy and Undersecretary of State James V. Webb, both speaking from Washington. Messages to be transmitted via WABD (TV), DuMont station in New York, 2:45-2:55 p.m.

XUM

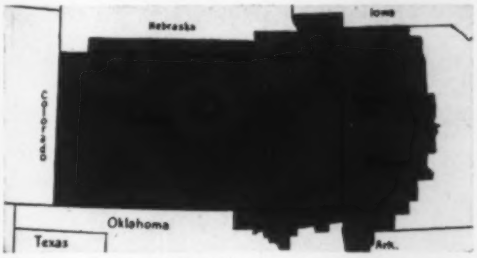
THE KANSAS CITY TRADE AREA

Does Not Run in Circles!

Accepted studies show Kansas City's Primary Trade area to be rectangular, as illustrated. Kansas City is the natural capital for all trade and commerce in this vast territory.

The KMBC-KFRM Team has been *custom-built* to serve this area—*without waste circulation!*

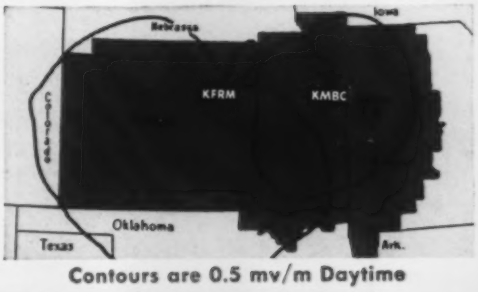
The KMBC-KFRM Team is your best buy in the Heart of America because it provides complete, effective and economical coverage. Contact KMBC-KFRM or any Free & Peters' "Colonel" for complete details.


Nebraska
Iowa
Colorado
Oklahoma
Texas
Ark.

Ask for a Copy of The Kansas City Trade Area Study

The True Area is an East-West Rectangle and . . .

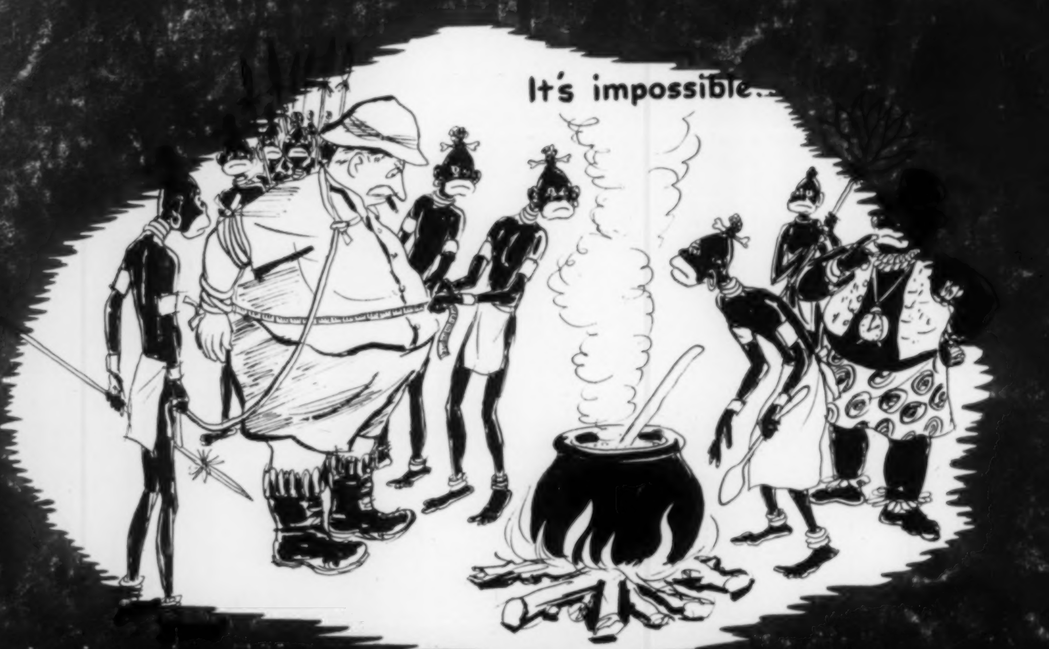
Only The KMBC-KFRM Team Covers it Effectively and Economically


Nebraska
Iowa
Colorado
KFRM
KMBC
Oklahoma
Texas
Ark.

Contours are 0.5 mv/m Daytime

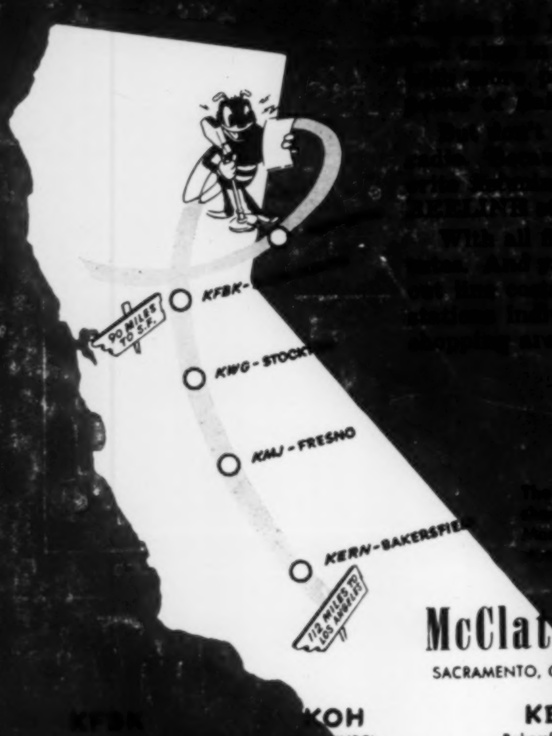
The KMBC-KFRM Team

6TH OLDEST CBS AFFILIATE — PROGRAMMED BY KMBC


It's impossible...

...you can't cover California's Bonanza Beeline

on-the-spot radio


KFBK-SACRAMENTO
90 MILES TO S.F.
KWG-STOCKTON
KMJ-FRESNO
KERN-BAKERSFIELD
112 MILES TO LOS ANGELES

[illegible] the Beeline and [illegible] taken in all of [illegible] retail [illegible] people than [illegible] the [illegible] power of [illegible].

But don't expect to cover [illegible] inland market with outside radio. Because the Beeline [illegible] naturally [illegible] its own on-the-spot stations [illegible] the five BEELINE stations.

With all five, you cover all the Beeline . . . at combination rates. And you choose best availabilities on each station [illegible] out line costs or clearance problems. Or use the BEELINE stations individually, for top coverage of any major Beeline shopping area.

*Sales Management's 1949 Copyrighted Survey

Here's what you should know about [illegible]

The CBS station for [illegible] Last Hooper shows KERN [illegible] Mon. through Fri. [illegible] than next best station, Sun. through Sat. [illegible]

McClatchy Broadcasting Company

SACRAMENTO, CALIFORNIA • PAUL H. RAYMER CO., National Representative

KFBK	KOH	KERN	KWG	KMJ
Sacramento (ABC)	Reno (NBC)	Bakersfield (CBS)	Stockton (ABC)	Fresno (NBC)
50,000 watts 1530 kc.	5000 watts 630 kc.	1000 watts 1410 kc.	250 watts 1230 kc.	5000 watts 580 kc.